

Southern HARDWARE

MAKE
EVERY
WEEK...

National
FARM SAFETY

WEEK

JULY
22-28



"FRUMPY'S FOLLY or
FUROR IN THE FURROWS"

Piddy, Paddy, Puddinhead and Pug
Are vainly attempting to rescue a "lug"
From a tight spot that's very serious.
O' thoughtless Frumpy is most delicious.

Planes and swallows are built to bank.
But tractors aren't made for hills so rank!
When used with care, they'll never kill
On take-off, belt, or on side hill.



Illustration is one of six from the only official
National Safety Council Farm Calendar for 1935
sponsored by the National Safety Council, printed
by L. F. Dow Company, Saint Paul, Minnesota.

There're other ways to invite disaster.
Here're suggestions if injury you're after:
Be careless with tools, give no caution 'round
stock,
Wear torn clothes, put your life into hock.

If in a hospital you'd like to be mopin',
Leave junk on stairs, and trap doors open.
Start fires with gasoline, by all means do!
—And be the entree at your own barbecue.

Don't suffer alone if company you crave;
Move equipment at night, let motorists rave!
Make them a partner to your crime,
Go without lights, it's accident time.

Most folks watch out for the other fellow,
They live a good life to an old age mellow.
They show some thought and lots of reason,
And work with safety every season.

Maintain equipment, keep guards in place;
Many an accident results from a race
To get a job done, without caution or care—
By tossing 'way reason and taking a dare.

The daring do and often die.
For that reason it behooves "you and I"—
Make the whole year one long Safety Week.
Stop the slaughter that makes life bleak!

MINNEAPOLIS-MOLINE MINNEAPOLIS 1, MINNESOTA



No. 22 434 Retail
Laminated 1 3/4" steel case. Spring-warded locking mechanism. 40 key changes.



No. 500 634 Retail
Laminated 1-3/4" steel case. Multi-spring-warded locking mechanism. 60 key changes.

MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER



No. 7 Steel \$1.00 Retail
Compact 1-3/16" laminated case. Pin tumbler security, brass cylinder and locking lever.



No. 3 Steel \$1.25 Retail
Strong 1 1/2" laminated case. Solid brass cylinder and locking lever. Pin tumbler security.



No. 1 Steel \$1.50 Retail
Rugged 1 3/4" laminated case. Brass cylinder, pin tumbler security. Heavy brass locking lever.



No. 5 Steel \$1.75 Retail
Husky 2" laminated case. Brass cylinder, pin tumbler security. Extra-heavy brass locking lever.

MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER



No. 44 234 Retail
1 1/2" hard-wrought steel case. Reinforced edge. Improved lever security. 10 key changes.



No. 55 304 Retail
1 1/2" hard-wrought steel case. Master-perfected lever security. 12 key changes.



No. 66 354 Retail
Powerfully riveted 1 3/4" wrought steel case. Multi-spring lever security. 12 key changes.



No. 77 854 Retail
All-brass pin-tumbler locking mechanism. 730 key changes. 1 1/2" steel case.

MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER * MASTER



No. 105 504 Retail
Laminated 1-3/16" steel case. Strong-warded security. Brass locking lever. 105 key changes.



No. 450 \$1.50 Retail
Powerful modern hasp, heavy slide bolt, 1 3/4" laminated steel padlock—all in one!



No. 1500 954 Retail
Husky, double-wall 1 1/2" case. Brass locking mechanism. 3 number dialing... practically unlimited combinations.

Master Lock Company, Milwaukee 45, Wis. • World's Leading Padlock Manufacturers

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Volume 120

Number 7



The Good-Looking Roofing is Galvanized Steel

Appearance packs a wallop when it comes to selling sheet roofing. The attractive spangles on galvanized steel roofing, for instance, are often the deciding factor to the customer. He has had experience with many different galvanized-steel products, and he knows that a roof of this material will dress up his buildings.

Bethlehem's Stormproof roofing sheets are uniformly coated on both sides with Prime Western zinc to protect them against corrosion and to give them the sparkling appearance that customers like. Under this coating is a base of strong, durable steel, either plain or copper-bearing.

Stormproof holds snugly and gives the best of protection against rain, sun, wind, or snow. With its looks, its service, and its low cost, Stormproof is always in demand.

Bethlehem Steel Company, Bethlehem, Pa.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation.

Export Distributor: Bethlehem Steel Export Corporation.



STORMPROOF COVERS THE SOUTH

WHERE

*is the Biggest
Opportunity
in Roofing
this Year?*



Even with existing—and possible future—restrictions, it is now estimated that some 800,000 new housing units will be built this year.

But think of the *millions* of existing dwellings, farm buildings and other non-residential structures!

In 1951, that's where your real roofing opportunity lies.

It lies in reroofing, maintenance, and repair. Today, the public has the money for this type of work, and is now turning to home improvements and repairs, in place of hard-to-get consumer goods.

Barrett can put you in touch with this rich market through its national advertising in *The Saturday Evening Post* and farm magazines, through its unmatched sales-promotion program, which includes store and job signs, window and counter displays, direct mail and selling manuals—everything you need to find prospects and close sales.

So, have your Barrett representative show you the *complete* line of Barrett* Asphalt Shingles. Not only a wide variety of "conventional" shingles, but also top-flight, exclusive Barrett design lock-type shingles.

Barrett* Shingles are approved by Underwriters' Laboratories, and meet every requirement for superior reroofing at moderate cost—values your competitors just can't beat!



THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

303 W. Wacker Drive, Chicago 6, Ill.

1327 Erie Street, Birmingham 8, Ala.

36th & Gray's Ferry Ave., Philadelphia 46, Pa.

*Reg. U. S. Pat. Off.

Western AMMUNITION . . . YOUR SALES BUILDER

SILVERTIPS FOR BIG GAME



Whether your customers want

a cartridge for a Deer or a

shot shell for Rabbit, you are sure

THE ORIGINAL LONG RANGE LOAD



FOR PESTS AND SMALL GAME



to sell them with Western.

Because Western is famous for POWER . . .

in 22's for pests, in shotgun shells

with the **Sealed Gas Chamber**

FOR UPLAND GAME



FOR PISTOL SHOOTING



for wildfowl and upland game,

and in SILVERTIPS for big game!

Western

TRADE-MARK

WORLD CHAMPION AMMUNITION

PRODUCTS OF  INDUSTRIES, INC.

TRAPS AND TARGETS, TOO!

Make your store a shotgun shooters' headquarters . . . sell Western Traps and Targets . . . increase sale of shells and guns. Stock Western—Practice Traps and Hand Traps and convenient size cartons of White Flyer Targets.

WESTERN CARTRIDGE CO., DIVISION OF OLIN INDUSTRIES, INC., EAST ALTON, ILLINOIS

SOUTHERN HARDWARE for JULY, 1951

The Parable of the



And it came to pass that a man went unto a sporting goods jobber and said unto him:

"Harken unto my cries—for I am a lean and hungry manufacturer. I have not the strength nor the means to sell to the retailer. Unless thou shalt help me, surely I am lost. Therefore, job ye my product to the sporting goods field, and I shall be as the happiest and most grateful of men."

And the sporting goods jobber said unto him,

"Behold, thou small manufacturer, I shall do even as ye wish. Go back to thy tent and make more of thy products. I and my men shall sell them to the retailers for you."

And the sporting goods jobber and his men went forth and did labor mightily, and did burn the midnight oil to sell the product, and the manufacturer waxed fat and rich from the sales thereof.

And it came to pass that the manufacturer now grown strong did say unto himself:

"Go to, wherefore now do I permit the sporting goods jobber to reap profits from my merchandise. Am I now not fat and rich? Therefore, will I sell direct to the retailer with mine own men and therefore will I sell also direct unto the chains and I alone shall reap the profits thereof. Verily now will I cut off the

Ungrateful Man

sporting goods jobber from my well of earnings and unto him will I throw only the crumbs."

And he went forth and did even as he had spake. And others did do likewise and did forget that except for the sporting goods jobber they would still be as lean and hungry men.

And it came to pass that one manufacturer did raise up his voice in double spread advertisements, and did cry out to his brethren manufacturers:

"Go to, thou forgetful and foolish manufacturers. Know ye not that even as you cut the throat of the sporting goods jobber so do ye cut the throat of the sporting goods industry, as a whole—even unto your own throats."



And voice was that of the Western Fishing Line Company, who practiseth even as they preach, for:

Western Fishing Line sells only through jobbers!
No direct sales to any retailer or chain, no matter how big!
No getting around the issue by sales to chains under a private label!
One policy—and one only!

SUPPORT THE JOBBER—FOR THE SAKE OF THE
ENTIRE SPORTING GOODS INDUSTRY!

David Lippey, President,

WESTERN FISHING LINE COMPANY

Glendale 4, California

"There's my best bread-and-butter line"



EVERY YEAR brings a big, new "crop" of *pre-sold* prospects for Myers Water Systems. Because every year, thousands of new homes are built beyond city water mains. Higher rural living standards . . . demands for greater food production on farms . . . a steady increase in "out-of-city" commercial establishments . . . an ever-growing replacement market—all combine to keep *more* customers coming to Myers Dealers.

For all of these ready buyers have one thing in common—their *recognition of Myers quality*. They've heard about it from satisfied owners. They've read about it in their favorite magazines. They've seen the *proof* all around them. That's why there will always be a *better* market for Myers Water Systems—why they represent a real "bread-and-butter" line for Myers Dealers!

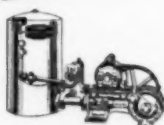


**THE F. E. MYERS
& BRO. CO.**

Dept. W-56, Ashland, Ohio

MYERS Backs Dealers All the Way!

- COMPLETE LINE
- ADVANCED DESIGNS
- PROVED PERFORMANCE
- TESTED DEALER AIDS
- MOST NATIONAL ADVERTISING
- GUARANTEED PRODUCTS
- CONSTANT RESEARCH



"We wish we had more lines like PEE GEE!"



That's the kind of talk we like!

... and maybe this letter will answer a problem for you.

Union Supply Company, Inc.

E. Sullivan Street
Kingsport, Tennessee
September 20, 1950

Peaslee & Gaulbert Paint & Varnish Co., Inc.
Louisville, Kentucky.

ATTENTION: Mr. Ned Booker, Advertising &
Promotion Director

Dear Ned:

We feel that the Pee Gee line has substantially assisted in creating prestige for this firm through its consistent fine merchandise and its ability to bring the customer back again and again. Being in the building material business, we get to sell Mr. Customer not only paint, brushes, thinners, etc., but many other items of lumber and hardware.

We have had the new color lines in Onekoatt Flat, Flatkoatt Deep Tones, and Onekoatt Four Hour Gloss Enamel for some nine months now, and I feel that the color cards on these lines cannot be touched by any other brand of ready-mixed paints on the market. Our customers, and most particularly the ladies, really "go" for these modern colors. Our paint business has taken a jump as a result of the new lines, and we feel that next spring will break all records in our paint department.

Incidentally, the new Sealkoatt is far faster to apply than the use of Deep Tones where it was previously due to the inadequacy of the priming agent. We're getting much favorable comment of it.

The same can be said of Onekoatt Mastic Outside House Paint. We're increasing our volume on it every day, and the word-of-mouth advertising by our customers is paying off.

In closing, let me say again that we wish we had more lines like it. Dealership after these 22 years. We wish we had more lines like it. With kindest personal regards, I remain

Cordially yours,
UNION SUPPLY CO., INC

Signature

Martin Karant
Ass't Mgr

We're prepared to sell through a few more dealers like Mr. Karant's company. Would you like to profit by the demand for such best-sellers as: Onekoatt House Paint, Flatkoatt Deep Tones, Onekoatt Enamels, Onekoatt Flat and Semi-Gloss, and the sensational Sealkoatt Primer-Sealer? If so, get in touch with us.

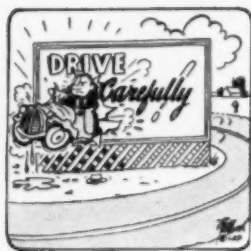
PEASLEE-GAULBERT

PAINT & VARNISH COMPANY
223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



"ARE YOU FULLY COVERED?"



Watch The Signs! YOU can avoid accidents by watching the road signs and to avoid being covered with expense protect yourself with proper Insurance. YOU should have *Accident Insurance* to cover injury to yourself and Full Auto Insurance on your car. Don't delay—call the Federated man today!

GOING ON VACATION?

**Then Remember . . .
BEFORE YOU LEAVE—**

1. Stop milk, newspaper and other deliveries. Ask a neighbor to keep advertising circulars off porch.
2. Don't lower window shades. If you are to be gone three weeks or more, arrange to have your lawn mowed. Prowlers watch for such tip-offs.
3. Notify postoffice to hold mail, or arrange delivery to a neighbor.
4. Lock windows and doors. Remember basement windows and coal chute.
5. Shut off gas and water at main valves. Shut off electricity at master switch unless refrigerator or food locker is to be left on. If current must be left on, disconnect lamps and appliances at wall outlets. If refrigerator is disconnected, leave door open to prevent mold.
6. Inform police how long house will be vacant and where you can be reached in emergency.
7. Service car thoroughly, with close attention to safety features such as lights, brakes, tires, steering, windshield wipers.
8. Put a first aid kit and flashlight in glove compartment. Be sure you have all tire tools.

GOING ON VACATION?

**You Need Comprehensive
Personal Liability Insurance**

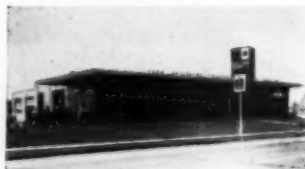
Questions about Insurance?

Ask *Federated's*
QUESTION BOX

Q. How can jewelry be insured by an individual against burglary from a safe deposit box?

A. Jewelry can be insured by an individual against burglary from a safe deposit box by (1) an individual safe deposit box policy, (2) a residence burglary, robbery, theft, larceny policy, (3) an all risk jewelry floater policy.

**THE HINTON & HUTTON
IMPLEMENT COMPANY,
Memphis, Tenn., Says—**



"In today's mail I received your credit-memo on my Workman's Compensation Policy, it prompted my writing this letter.

"Since insuring with your Company we have had a few losses and were well pleased with your claims service and settlement of claims. By placing our insurance with your Company we are able to carry more insurance than we had, at no additional cost to us.

"I am also impressed with the way your Company tailors their policies for the Implement dealer and the generous dividends you pay."

**It's Good Business to
SUPPORT YOUR ASSOCIATION
and Make Use of Its Services!**

Here is a policy everyone of us should carry. It costs only \$10.00 a year or \$25.00 for three years. It protects everyone in your family, guests and servants against liability for bodily injury or damage to property of others. It covers accidents occurring on your premises or at your lake home, or accidents arising from your ownership or use (on or away from your premises) of saddle horses, bicycles, dogs or other pets, and boats (not over 10 h. p. or over 25 ft. long). It covers you or your family while you're golfing, fishing, hunting, swimming, sailing, skating, etc.

It protects you in cases like this: Parents of a 13 year old California boy had to pay a little girl \$25,000, and her folks \$2,000 for loss of the girl's eye. The boy was playfully kicking a tin can when it struck the girl in the face. 2. A jury awarded a 7 year old Detroit boy \$5,000 damages against a neighbor whose police dog had lunged free from its leash and bitten the lad while he was playing.

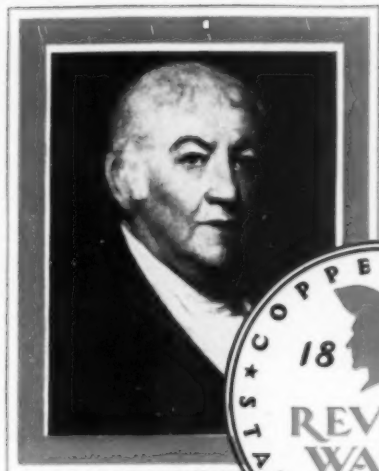
In cases like these the Comprehensive Personal Liability policy (for which you pay less than \$1.00 per month) takes over: 1. It provides a minimum of \$10,000 to pay judgments against you, 2. It investigates the facts, takes full responsibility and pays all cost of defending you. If you are at fault, it tries to settle the claim out of court, 3. It provides a minimum of \$250 to pay medical expenses of any injured person whether you are responsible for the accident or not.

For more information call or write your friendly Federated man. For his name consult the pages of your classified telephone directory or write us.

It was their first quarrel, and the sordid subject was money.

"Before we were married," she cried bitterly, "you told me you were well off".

"I was," he snarled, "but I didn't know it".



"After a great many trials and much expense..."

It was just one hundred and fifty years ago that Paul Revere wrote Harrison Gray Otis, Member of Congress:

"It is the universal belief that no one in this country could make copper so malleable as to hammer it hot. I have farther found it a Secret that lay in very few breasts in England. I determined, if possible, to find the Secret and have pleasure to say that, after a great many trials and much expense, I gained it."

In 1801 Paul Revere "gained" the Secret of rolling copper sheathing. This was indeed an important moment in our history. It was the founding of an industry in America that has since been dedicated to the perfection of skills and the development of new products.

Today, we at Revere are celebrating our Sesquicentennial year. The same ingenuity and persistence that helped Paul Revere wrest the Secret of copper fabrication "after a great many trials and much expense" is still a basic factor in the Revere code. This spirit of progress made possible the development of Revere Ware, the world famous line of cooking utensils that dared to be different, thereby obtaining leadership in the housewares field . . . cooking utensils unequalled for performance, beauty, and durability . . . a proud member of the Revere Family.



COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division
Rome, N. Y.

SEE "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY

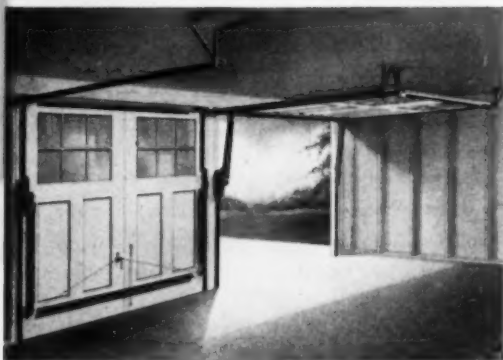


Ideal for the dealer,
builder, and garage owner!

Richards-Wilcox

999

**Overhead garage
door hardware is
packed complete
in one box for
your convenience**



Yes, Richards-Wilcox 999 Overhead Garage Door Hardware offers specific advantages to every dealer, builder and garage owner.

INSTALLATION ADVANTAGES

1. *Simple Sequence Installation* of factory fitted parts makes installation easy and specific.
2. *Latch Integral* with the door arm bracket eliminates installation of a separate part; makes a permanently substantial latch, an integral part of the sturdy bottom bracket.
3. Requires only $\frac{1}{2}$ " of head room.

OPERATING ADVANTAGES

1. *Self-adjusting Roller* prevents binding of the roller in the track; makes operation permanently smooth and easy.
2. *Spring Deflector* on door arm prevents slamming of door.
3. *Interlocking of Weather Strip*.

Write our nearest office today for illustrated folder giving complete details and range of applications.

1880



1951

OVER 71 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A.

Branches: New York Chicago Boston Philadelphia Cleveland Cincinnati Washington, D. C.
Indianapolis St. Louis New Orleans Des Moines Minneapolis Kansas City
Los Angeles San Francisco Denver Seattle Detroit Atlanta Pittsburgh

SOUTHERN HARDWARE for JULY, 1951

Sell the Best

**SELL
Lifetime ALUMINUM
ROOFING**

ALUMINUM—
Roofing, Siding,
Fixtures, Gutter,
Down Pipe,
Garage Doors.

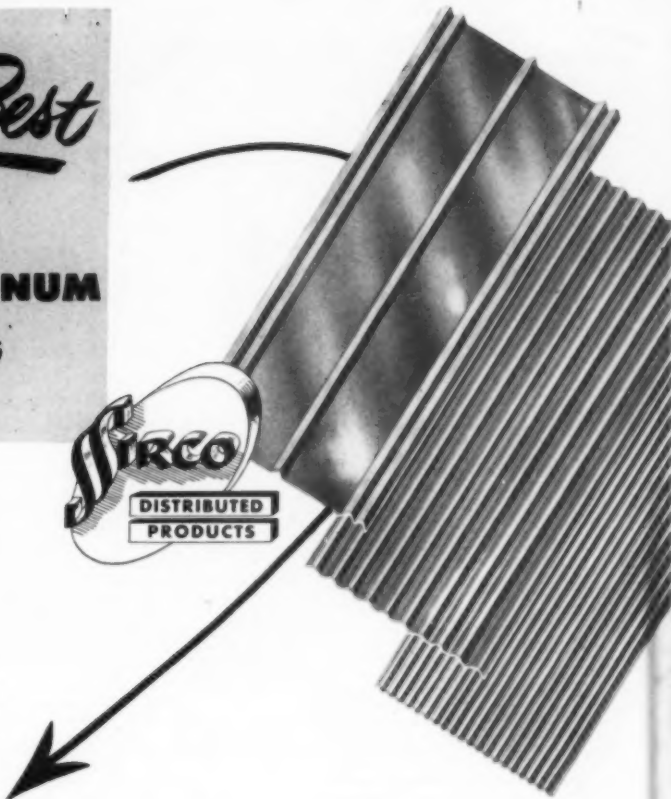
STEEL—
Roofing, Siding,
Fixtures, Shingles,
Gutter, Down Pipe,
Fence Posts.

ASPHALT—
Roofing, Siding.

ASBESTOS—
Roofing, Siding.

**Strip and Roll
Copper.**

Wall Ties,
Termite Shields,
Plywood, Doors,
Insulation,
Hardboard,
Barclay Paneling,
Screens,
Thulman Chimneys.



REYNOLDS LIFETIME ALUMINUM ROOFING is precision made to give a *Lifetime* of service. Sell a property owner Reynolds Aluminum Roofing and you give him a permanent, weather-tight roof—one that needs no painting or maintenance—a roof that has the quality to make and keep satisfied customers!

Backed by powerful National Advertising, Reynolds Aluminum Roofing is in great demand. Dealers like it because it gives them a good profit and yet is priced right for volume sales.

SSirco Warehouse SService affords you *Overnight Delivery* and *Drive-in Pickup*—allows you lower inventory investments. Write today for more details about SSirco's complete line of Reynolds Aluminum Roofing and other Nationally Advertised SSirco Distributed Products.

YOUR NEARBY SSIRCO WAREHOUSE IS YOUR STOCK ROOM

**COMPLETE LINE OF
REYNOLDS
ALUMINUM
GUTTER & DOWN SPOUTS**



**SOUTHERN STATES
IRON ROOFING COMPANY**

Atlanta, Ga.
Albany, Ga.
Birmingham, Ala.

Chattanooga, Tenn.
Cincinnati, Ohio
Cleveland, Ohio

Dallas, Texas
Dayton, Ohio
Detroit, Michigan

Indianapolis, Ind.
Kansas City, Mo.

Here's a Line You can Sell with **PRIDE** and **PROFIT!**



There's a lot of sound sense in stocking the Boker line with its famous, fast moving TREE BRAND selling-mates. They're priced right for your advantage... you order all your needs from one reliable source... and you give your customers quality that builds good will. And to help you get maximum sales Boker gives you *free*, with many items, a handsome counter display case. Your jobber can give you full details. See him today and start your profits going up!



TREE BRAND

BENT TRIMMERS . . .

And every other type scissors and shears — quality all the way — priced to sell at a good profit.



TREE BRAND

CARVING SETS

Highest quality, razor-ground stainless steel. Superb workmanship, beautiful handles, sparkling appearance.



TREE BRAND

POULTRY SHEARS

They look their top quality. They sell on sight. Gift item deluxe. Famous TREE BRAND.



BOKER

KITCHEN SHEARS

Every woman wants this sturdy multi-purpose helper. Full chrome or enameled handles.



HANDY

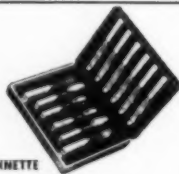
KITCHEN KIT

Two most used knives and a pair of kitchen shears in handsome wall case. Big seller! It's TREE BRAND.



STEAK SET

An item women go for — every man wants. Handsome to look at . . . razor sharp blades.



DINETTE

TABLEWARE

Hard-to-resist beauty—high quality steel—superb workmanship. Priced right for quick sale.



TREE BRAND

POCKET KNIVES

Famous everywhere for fine steel on fine looks. "The expert's choice. Hundreds to choose from."



TREE BRAND CAMPING

AND HUNTING KNIVES

These superb knives will take and hold a razor edge. Will delight any hunter! Priced right for the camper.



BOKER

GARDEN TOOLS

The choice of experienced gardeners from coast to coast. Grass and hedge shears, pruning tools, etc.



BOKER PLIERS

No better or more complete line of pliers is available. They're mechanics' choice. Priced right to sell fast.



BOKER

TINNERS' SNIPS

High quality, special analysis steel and quality craftsmanship have built a reputation for this line.



H. BOKER & CO., INC.

Established 1837

Quality for over a century

101 Duane Street

New York 7, N. Y.





HELP YOURSELF TO THESE FREE HELPS *for getting more glass business*

These attractive two-color folders are designed to do triple selling duty for you—as counter pass outs, as package inserts, as mailing stuffers. And no matter how you use them, they'll bring you a bigger share of replacement glass business.

To tie in with this handy promotion piece you'll probably want to feature a display of glass and related glazing items—putty, putty knives, glazing

points. And, of course, you'll want a good stock of the easier-cutting L-O-F Window Glass.

For advice on what quantities of the fastest selling sizes to stock, call your nearest L-O-F distributor. He'll give you your free supply of these colorful, business-building folders, too.

Libbey-Owens-Ford Glass Company, 5671 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD

a Great Name in **GLASS**

Send for Your Supply

NOW!

IMPORTANT: Mail this coupon to your L-O-F Glass Distributor

Please send me my free supply of the L-O-F replacement glass folders, WG-17

COMPANY NAME _____ (Please Print)

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

REQUESTED BY _____



"... when plenty of birds are moving high and fast over your blind... you want *power* to bring 'em down. I tell the hunters I guide to get Peters 'High Velocity' shells."

says **Arthur K. Spicer**
veteran Chesapeake Bay
duck-shooting guide



FOR POWER RECOMMEND



PETERS "HIGH VELOCITY"

There's no more powerful ammunition in the world than Peters "High Velocity." Guides, hunters and sportsmen will tell you that "High Velocity" reaches out and nails 'em.

Recommend Peters "High Velocity" to your customers. It's the ammunition with the *power* they're looking for.

Stock the Peters power-packed line.



Power-packed Peters "High Velocity" shotgun shells bring down high, fast-flying game. "Rustless" non-corrosive priming • split-second ignition • "Water-Tite" bodies • progressive-burning smokeless powder • uniform shot size and shot count.

Peters "High Velocity" big game cartridges pack smashing power for hard-to-stop game. Uniform bullet expansion, minimum disintegration on impact, *maximum* killing energy. "Rustless" non-corrosive priming • split-second ignition.



Hard-hitting Peters "High Velocity" 22's are *tops* for small game and pests. "Micro-Perfect" bullets • split-second ignition • newest smokeless powder • special lubrication to protect rifling • "flat" trajectory • "Rustless" non-corrosive priming.

PETERS ^{sales} packs the _{power}



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Rustless" is Reg. U.S. Pat. Off. "High Velocity" is a registered trademark of Peters Cartridge Division, Remington Arms Company, Inc.

Fence customers know CYCLONE

... that's why "*Red Tag*" Lawn Fence is such a fast mover



Show a customer the familiar "Red Tag" label on a roll of Cyclone Lawn Fence and he feels like he's meeting an old friend. He's well acquainted with the Cyclone name . . . it's been the standard of comparison in fence for many years.

This acquaintance makes your selling job easier. And the outstanding physical features of Cyclone Lawn Fence are a big help, too.

Cyclone Lawn Fence is firmly and evenly woven with both pickets and cables securely locked in place. These features, together with quality galvanizing, tell the customer at a glance that here's fence that will look better longer.

Cyclone's complete line includes both woven and welded fence in single-loop and double-loop construction. Some styles are in better supply than others these days, so check with your jobber. And don't overlook Cyclone Flower Bed Border and Trellis—also Gates (Lawn and Farm). You'll find it will pay to take full advantage of the sales value of the Cyclone name.

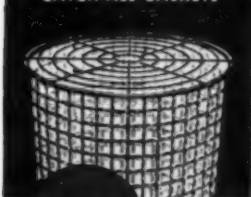
CYCLONE FENCE DIVISION

(American Steel & Wire Company)

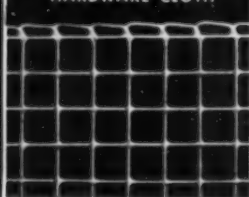
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CATCH-ALL BASKETS



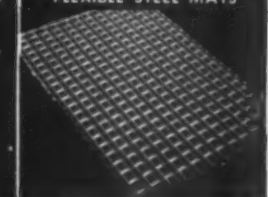
HARDWARE CLOTH



INSECT WIRE SCREENING



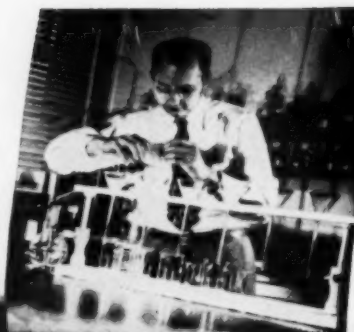
FLEXIBLE STEEL MATS



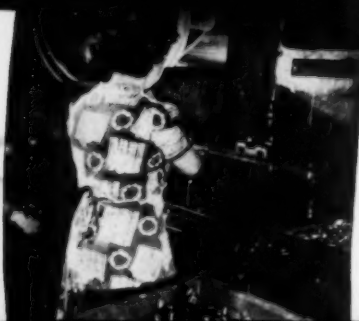
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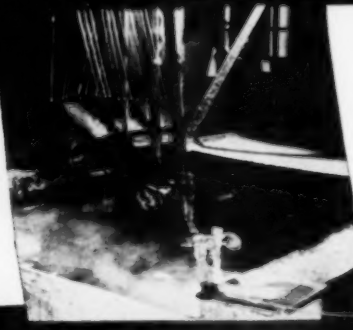
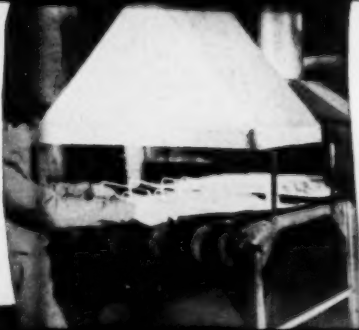


Woven into the fabric of your business

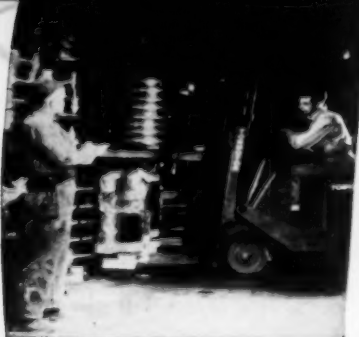


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durable accessories for bathroom and kitchen-



that are designed to make the passer buy



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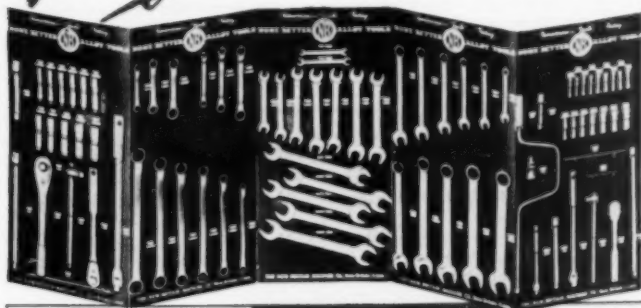
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Don't miss those big Hand Tool profits ... put these effective NONE BETTER Stocking and Display Boards to work for you and boom Hand Tool sales. NONE BETTER offers you, at no added cost, a variety of these hand-

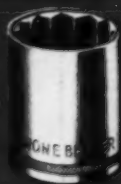
some Tool Panels to create an attractive Tool Department in your store. It's an easy way to keep sales up and inventory down. Take advantage of this remarkable silent salesman — on the spot advertising and selling for you!

NONE BETTER Tools are popular nationally because they offer Hardware Dealers the sales active combination of low, over-the-counter cost and famous quality ... only the finest alloy steels, scientifically heat treated and finished in gleaming triple plate chrome. From those rugged, thin wall Sockets and power-packed Drive Parts, to sleek, beautifully balanced Flat Wrenches, in open stock and in Sets, here's the Hardware Line that has the 1-2 profit punch of high quality and low cost that brings Tool buyers to you.



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Famous quality thin wall Sockets of finest alloy steel. Scientifically heat treated for high strength, precision broached for perfect fit — on the nut. Durable triple plated chrome finish. In $\frac{1}{4}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives and a complete range of openings.



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Designed for tough going, these Flex Handles are valuable. The adapter can be set at five angles for all position work. Non-slip grips. Available in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives.

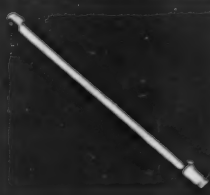


SLIDE TEE HANDLES

Just the Tool for that tough turning job. A strong, precision Slide Tee, can also be used as an Offset Handle. Combines with Extensions, Universals, etc., for many special jobs. $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives from 4 1/2" to 18" long.

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A complete, basic 23 piece $\frac{1}{2}$ " Drive Alloy Steel Socket Set. Contains 8 Drive Parts and 15 12-point Sockets. Strong metal carrying case. Typical of the many other fine NONE BETTER Tool Sets your customers want.



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Priced low for sales action, available in five most popular models. $\frac{1}{2}$ " Drive Set shown includes a standard Ratchet, Adapter, Ell Handle and 8 Sockets.

NONE BETTER Tools

THE NEW BRITAIN MACHINE COMPANY
New Britain, Conn.



BRIDGEPORT,

Remington Dealer Letter



CONN.

ROCKET Summer Sales!

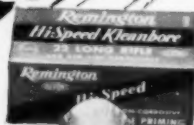
Here's your chance to spark sales of Remington 22 rifles and ammunition . . . with this brand-new promotion kit.

The theme of the kit—"It's Fun to Shoot"—is a "natural" for weakening the sales resistance of the vacationing youth or adult, the week-end "plinker" and the small game hunter.

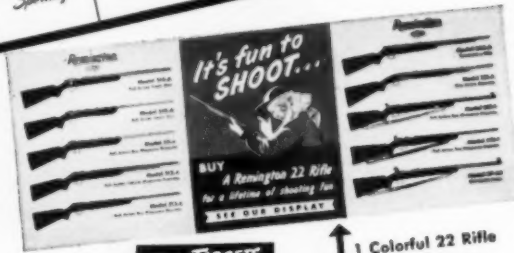
Use the coupon below to order your "It's Fun to Shoot" promotion kit . . . today! Remington will supply what's needed to do the job.

1 Large Display Cone for box of 500 22's

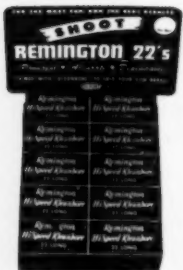
5 Handy Display Cones for 22 boxes



1 Giant Size Remington Pennant stretches 6' 7"



1 Colorful 22 Rifle Display Card



Two 22 Caliber Display Boxes



1 Target Dispenser with targets

1 Colorful 22 Rifle Window Banner

Remington Arms Company, Inc.
Trade Sales Promotion Division, Bridgeport 2, Conn.

I want the new "It's Fun to Shoot" promotion kit.

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Address _____

City _____ State _____

Southern HARDWARE

Hardware and Allied Lines-- Farm Operating Equipment

Vol. 120

July, 1951

No. 7

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Washington News

. Orders, Regulations, Priorities

New Price Rule Relieves the Replacement Squeeze

HARDWARE WHOLESALERS and retailers, caught in a squeeze between prices frozen by the General Ceiling Price Regulation and higher replacement costs, are given relief in Supplementary Regulation 29 to the General Ceiling Price Regulation, which became effective May 28. This is an interim regulation effective only until the issuance of a general regulation improving price control at the wholesale level.

Regulation 29, one of the most important issued to date by the OPS, permits wholesalers and retailers to recalculate their prices by using their base period mark-ups over their suppliers' new higher selling prices.

In issuing the new regulation, OPS has recognized that the General Ceiling Price Regulation was issued at a time when prices were increasing rapidly and irregularly. Distributors prices were frozen at a level that did not reflect replacement costs. In addition, recently issued manufacturers' ceiling prices regulations such as CPR 22 and CPR 30, which called for some upward and downward adjustments in manufacturers' prices, compelled an interim method for automatic adjustment of freeze prices at the wholesale and retail level.

When manufacturers' prices are increased on items covered by CPR 7 (housewares, sporting goods, television sets, china, glassware, etc.), these increases will not squeeze retailers since CPR 7 permits a margin type price ceiling. However, in the case of all items priced under the General Ceiling Price Regulation, such increases in manufacturers' prices would place wholesalers and retailers in an impossible position so long as their prices of these items were held to those established under the General Ceiling Price Regulation.

SR 29 relieves this situation by

permitting retailers and wholesalers to recalculate their ceiling prices on a given item by applying to "present net invoice cost" of the item the percentage markup which the former ceiling price yielded over the base period cost. (Base period cost is the net invoice cost shown on the last invoice received from the supplier prior to the time the selling price put into effect was frozen by the General Ceiling Price Regulation.)

Under this new regulation, however, wholesalers and retailers also are required to recalculate their prices when the manufacturer's price on an item is rolled back as a result of the ceiling price imposed by the manufacturers' ceiling price regulations such as CPR 30, etc. This is not required only in instances where the wholesaler or retailer is informed in writing by the manufacturer that no part of a price decrease is required by the manufacturers' price regulations.

Some Retailers Exempt from Filing Price Charts

SMALL DEALERS selling housewares, notions, sporting goods, small electric appliances, jewelry,

Tackle Industry Seeks Materials Allotment

The Fishing Tackle Industry Committee to the NPA has requested that the industry be reclassified by NPA so as to receive materials under the Controlled Materials Plan. The Advisory Committee urged amendment of the copper conservation order M-12 to permit the use of copper for functional parts of reels. NPA also was asked to revise the aluminum conservation order M-7 to allow the use of aluminum in lightweight reels.

glassware, china, silverware, watches and clocks are being given relief, under certain conditions, from the necessity of filing pricing charts required by Ceiling Price Regulation 7. Amendment 5 to CPR 7 provides that stores selling the merchandise listed above may elect to price those items under the General Ceiling Price Regulation subject to the following conditions:

A dealer does not have to file a pricing chart for these items if his total sales of everything in the store (net dollar volume) are less than \$100,000 annually.

No pricing chart is required if a dealer's total annual sales of these items are less than \$60,000 even though his sales of other merchandise might push total store volume above \$100,000 annually.

Dealers whose sales of all items covered by CPR 7 (those listed above plus furniture and house furnishings, yard goods, radios, television sets, musical instruments and luggage) are less than \$20,000 annually are not required to file a pricing chart.

However, dealers must file a pricing chart if sales of specific items such as apparel, furniture, radios, television sets, musical instruments etc., amount to \$20,000 or more annually, even though total store volume may be less than \$100,000 annually.

Retailers who do not qualify for these exemptions were to have filed pricing charts by May 31 in order to continue to sell legally. Dealers electing to remain under the General Ceiling Price Regulation do not have to notify OPS, but must be prepared to show that they are entitled to make the choice.

Wholesalers Warned on Illegal use of DO-97

DO-97 RATINGS used in purchasing certain materials needed for maintenance, repair and operating supply items (MRO) must not be used to build up inventory stocks, the National Production Authority emphasized recently.

(Continued on page 44)

How to increase sales with DIXISTEEL nails



Everybody needs nails—especially the handy sizes for use around the home. Yet most folks forget to buy them when they are in your store.

So, why not take advantage of this situation and put some packages of DIXISTEEL Wire Nails and Brads out where your customers can see them and buy them on the spot?

The new, red, yellow and black DIXISTEEL packages are real eye-catchers.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and watch your profits grow!



Try this little sure-fire merchandising trick! Take a few packages of DIXISTEEL Wire Nails and Brads and put them out on a counter where your customers can see them. Place a small sign in back, asking this simple question: *Need Nails?* Our representative will be glad to give you a sign, or if you prefer, write us and we will send you one.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA



Capitalizing on a **Year-'Round Toy Department**

A PROFITABLE TOY department is a year-round toy department—one that functions as smoothly and systematically as any other department in the store after the last shred of tinsel has been removed from Christmas decorations.

The common practice of selling toys during the Christmas season, then packing them up for storage until the following December, is neither practical nor profitable, for the space devoted to the storage of these items for a period of months is not justified by the small amount of profit derived from the worn and dusty merchandise when it is brought forth the second or third time for attempted sale.

Three years ago I decided to leave toys on the floor after the Christmas season was over. I had a fairly large stock at that time and saw no profit in bundling up the many items for storage. We employed a young lady to keep the merchandise dusted and clean, but we did not anticipate any large volume from that section. However, we began to notice that more and more sales were being

Quality lines of toys, on display the entire year and sold by specialty salesmen, bring added profits to this store



By E. M. Zivitz, Owner
Alabama Hardware Company
Mobile, Alabama

made in that department, so we began enlarging on the toy lines, devoted our entire second floor (usually dead space in a downtown hardware store) to the department. Today the section occupies 3500 square feet of space, accounts for between 25 and 30 percent of our entire volume between Christmas and Fall, and at least 40 percent during the Christmas season.

But the hardware retailer who expects, or



Specialty salesmen receive careful training in which emphasis is placed on selling the correct type of toy to each person

wants, to make a toy department one of the big volume lines in his store must carry good, durable lines—displayed in an attractive manner and kept in immaculate condition.

The selection of merchandise to be handled is an all-important element. We carry only quality lines, with only one or two small items selling for less than one dollar. We do not compete with the various chain or department stores by slashing prices. Our original price is our set price. Since much of our merchandise arrives here by water, which carries a lower freight rate than rail, we are able to maintain a fair retail price on all our lines, and we do not deviate from this price.

In selecting toy lines, it pays to buy only those which appeal to you personally, for if they are attractive to you, they will be attractive to your customers. But the merchandise must be durable, if the customer is to be fully satisfied. Shabby merchandise will leave a bad impression in his mind and might later influence his purchasing in other departments of the store.

Once a year I visit the toy show in New York City, where up-to-date items are on display in great quantities. Here I select my toys for future deliveries. However,

since toy lines become somewhat limited immediately after the Christmas rush, I do my big ordering in December, so that I will be sure of having ample stocks on hand during the Spring and Summer months.

In September, year-end for our store, we employ 15 sales people, two cashiers, and a stock inspector for the Toyland section. The stock inspector is kept busy going from counter to counter checking on displayed items and refilling displays as items are sold. The 15 sales people are busy full-time helping customers select Christmas toys. On Christmas eve, the extra employees are relieved, and our original force of two sales people retained to handle toy sales until the following Fall.

In selecting this extra help for Fall selling, however, we employ only qualified, dependable persons. We offer them a very satisfactory weekly salary, so that other stores will not be able to exceed the amount in order to get our personnel for their stores. Thus, we are sure of their staying on the job throughout the busy season.

Before these new members actually begin selling, we give them careful instruction on how to properly sell toys. Emphasis is placed on our policy of selling the correct toy to each person. For in-

stance, if parents come in with a two- or three-year-old child, and both the parents and the child are attracted by a small pedal-car, we would prefer not to sell the car to them. We would strongly recommend a velocipede or some other item in keeping with the child's age and ability. For if we sold them the car, the child would not be large enough to use it, and it would eventually be another rusted toy in the yard or just a space-killer in the home. Thus, the sale, after all, would not be a profitable one for either of us. In like manner, we urge sales personnel not to sell a complicated game to a small child, for it will result in dissatisfaction.

Long ago I learned an important essential in successful merchandising from my father, who owned and operated a dry goods store. This essential is cleanliness, and though it applies to all stores and all departments, it is especially true for the toy department. Cleanliness will sell merchandise quicker than any other one thing. Keeping merchandise clean was our sole purpose for employing the first full-time toy salesmen. Now that the department includes hundreds of items, each individual piece of merchandise still is dusted regularly and kept spotless.

It is well to remember that nine out of 10 customers shopping for

(Continued on page 28)

William T. Howse, right, a sports enthusiast himself, talks baseball with a customer. Baseball, tennis, football and other sports share alike with hunting and fishing at the Howard Morris Co., where good salesmanship includes the ability to discuss sports with the customer and take an interest in his outdoor activities

By Richard Lane



Three essentials in building SPORTING GOODS SALES

THE SPORTING GOODS department is responsible for much of the goodwill and increased sales volume that have helped the Howard Morris Co. become established as one of Memphis' better hardware stores in less than three years. And the store's formula for selling more sporting goods than many of its older competitors is no secret. It's simply a matter of good salesmanship, good stock, and good promotion.

While the store hasn't gone "hook, line and sinker" for sporting goods, it has a well-defined department, is pleased with the department's success, and plans to enlarge the department.

Good salesmanship, says Howard Morris, is essential to this department. A salesman need not be particularly interested in pots or pans, nails or knives, to do a reasonably good job of selling such items. But when it comes to sporting goods, the salesman's interest has a definite ratio to the sales volume, he pointed out.

Most of the sporting goods at Howard Morris Co. are sold by William Howse, who admits frankly that he likes sports and likes to talk hunting and fishing with customers. While he doesn't get to fish and hunt as often as he would like, he keeps his interest high by talking it up with the customers.

1. aggressive salesmanship
2. consistent promotion
3. adequate stocks

However, there are times, Howse pointed out, when more fishing equipment can be sold by leaving the customer alone. "It works like this," he explained. "A dyed-in-the-wool fisherman likes to browse—much like a woman in a jewelry store or a kid with a penny to spend in a candy shop. With time on his hands, the fisherman will look at the many different lures, selecting one here and one there until he has accumulated quite a number—perhaps more than he intended buying when he entered the store.

"Of course, you have to know your customers. While one may want to browse all by himself for half an hour, another customer may want one thing only and expect to be waited on right then and there.

"Most hunting and fishing customers have a story to tell, and they will tell it without persuasion. I am a good listener—and I also try to have a good story to tell in return," Howse said.

The Howard Morris Co. has in-



Howse discusses hunting with a customer while pointing out the selling features of a gun

creased its fishing and hunting equipment sales considerably by selling Tennessee licenses as a convenience to its customers.

Here's how Howse sums it up: "I think anyone selling sporting
(Continued on page 36)

Economic factors responsible for

Growing Tool Market

THERE ARE TWO very good reasons for putting calculated promotion effort into sales of power tools, hand tools, garden tools and equipment and materials of all types which the home mechanic, good or indifferent, may have need for.

Two good reasons for calculated promotion. Now.

One of them is constant, ever present and has been aptly described as the challenge of craftsmanship in every man's heart.

The other reason cannot be so compactly described in a paragraph.

But it is more powerful, more compelling than the challenge just described. It results from the economic status of the country. It is inflation. It is a condition that makes it increasingly impractical, if not impossible, for the average householder to continue to be an employer of craftsmen, in the various classifications, for maintenance work about the home.

With conditions such as are now prevalent, millions of home owners and renters are finding it necessary to do more and more of their own work. And that is how an already great market has undergone manifold expansions.

Last winter in a convention, one of the principal speakers was so impressed by the possibilities of this market, as unfolded with the aid of current economic factors, that he digressed into a discussion of the opportunity he could see.

This discussion was actually a by-product of his address. He came to talk about bigger things, and he did. But he admitted he was so fascinated by the possibilities of the market that he wanted to call it to the attention of dealers present.

This speaker is the source of the definition used above, the challenge of craftsmanship in every man's heart, which urges him to linger before a display of power tools, hand tools, and more especially a display of the products of craftsmanship.

Inflation is causing an increasing number of home-owners to handle their own problems of home maintenance, resulting in an expanded market for various tools and equipment

By Baron Creager

But the speaker, who is nationally recognized and justly so because of his ability to analyze a situation and reduce his analysis to few, convincing words, was much more interested in reason Number 2. He said:

"Women can be heard to remark on the impossibility of employing a good maid. They will say they have given up on getting a good maid and keeping her.

"But the truth is that any woman can employ a good maid. There are plenty of maids, if you want to pay the price. In Chicago you can get a good maid for \$60 a week. But the further truth is that the woman who makes the complaint does not want to admit to her friends and acquaintances that she cannot afford to pay \$60 a week for a maid."

Then the speaker went into the meat of his argument.

"Apartment dwellers can no longer afford to pay for all the services that they must have about an apartment.

"And the average man who owns a \$15,000 home can no longer afford to hire all the work done that it is necessary to have done about that home. The price of even unskilled labor has now climbed beyond the reach of the average householder.

"For that reason, the householder must do more and more of his own work. If he has been accustomed to doing some of his work, he will find it necessary to

broaden his domestic field of labor. If he has not been doing much of his own work, he now finds it necessary. At the rate we are going he will find it more and more necessary. He will find it is an absolute necessity. And to do his work, he must have tools.

"I urge you to give more attention to this circumstance," the speaker continued. "It's a great market."

The speaker might have added something else. Perhaps he did not have time. No doubt he realized that the circumstances related will, under conditions, combine their influences.

The man about the house will not admit, either, that he can no longer afford to call the carpenter, the cabinet maker, the plasterer or the plumber. And city codes notwithstanding, there has been and will be done a vast amount of amateur plumbing and electrical wiring.

Your householder will not admit he cannot afford to have a self-styled expert manicure his lawn. He has come to the decision that he needs more exercise out in the sun. That's the reason he wants a power mower. And if it is power tools or additional hand tools, he might quite naturally explain:

"Two of my neighbors do a lot of mighty nice work around the house. They can just about do anything. Put some nice little pieces of furniture together, too. And if

(Continued on page 28)

Sam Willis, left, and J. A. Doughty, owners of Doughty Hardware Store in Beaumont, Texas, check over a set of plans brought in by a customer for their inspection. After careful study, the owners are able to give the customer a list of what he will need and what the cost will be. A set percentage is often charged by the store to furnish newly-constructed or remodeled homes with builders hardware



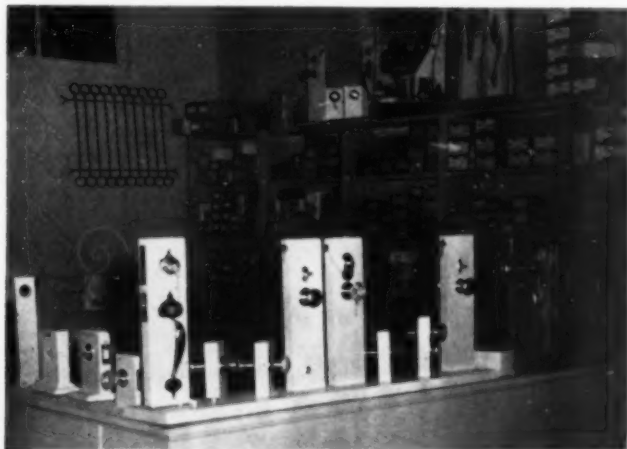
By Theron Garvin

**\$70,000 annual
volume from**

BUILDERS HARDWARE

A BUILDERS HARDWARE department, partitioned off from the rest of the store for the convenience of customers who prefer to discuss their building problems in

privacy, is yielding a \$70,000 annual volume for J. A. Doughty and Sam Willis, owners of the Doughty Hardware store, Beaumont, Texas.



The department, located at the rear of the building, is separated from other sections by means of a partition 42 inches high and provides a comfortable and quiet spot where customers may go over their plans with the two owners.

"We cater to both contractors and lumber yards," said Doughty, "and we try to give special help to customers who are building their own homes. We have equipped the department with both table and chairs. In other words, we have tried to establish a department where plans may be spread out and checked thoroughly for the customer. Builders hardware is displayed around the sides of the room so that various items can be pointed out to customers while plans are being checked.

"In addition, we make a specialty of selling builders hardware on a contract basis," Doughty said. "Contractors, architects and home-builders bring in their plans, allow us to make our estimates and bid on the job. We also win much business as a result of customers who call in for information on building problems. For example, a prospective builder may ask how much it will cost him to build a four or five

The builders hardware department offers the customer complete privacy, and at the same time offers him a chance to look over displays of builders hardware of every type



Paint displays, set up near the builders hardware department, help remind customers of paint needs in their construction work

room house. We try to determine the amount he plans to spend on the house and then offer to give him the best available hardware for one and one-half percent of the total cost."

When a home builder seems reluctant to talk about his builders hardware problems, the two owners ask one or two questions to make certain that the customer knows what he wants and to see if he is familiar with the installation of the hardware. Often these owners, in aiding the prospective builder, develop sales of other merchandise such as paint.

The builders hardware department measures 10 x 12 feet and is stocked with a complete line of merchandise for the builder. Displays are supplemented by booklets and brochures which are available for inspection by customers.

"We find that our builders hardware department is our leading traffic builder," Doughty said. "The department is of special importance in our operation, for we have discovered that if we can 'sell' a customer on our lines and the services we are prepared to offer, the customer usually will come to our store to purchase other products for his home."

"This has been the case frequently with young couples who are building their first home. They will return to purchase their housewares, lawn and garden equipment, etc. But to get this business, the store's line of build-

ers hardware must have proved entirely satisfactory to the customer. To insure this, we impress on all customers that we stand behind every item we sell.

"By establishing for our customers a builders hardware department tailored to their needs, we are now turning over a \$7,000 stock ten times a year. We simply gave our customers a convenience which has obviously paid off," Doughty said.

Toy Department

(Continued from page 23)

toys are selecting them for gifts. If you bring out a dirty, torn box, the customer immediately loses interest and leaves with a bad impression of the toy department, and perhaps of the entire store.

Our lay-away plan, which has been a success from the beginning, shows a sharp increase in the Fall. Customers select a large number of toys at one time, or else one large item, and have them laid away until Christmas. No carrying charge or interest is added to the original price, but we do request that customers come in each week and make some small payment.

Lay-away items are carefully wrapped and placed in storage—tagged with one of the different colored tags we use to denote the type of item wrapped and to offer easy location when requested. When the customer returns for it

it is ready for delivery.

Every day throughout the year, we run a small one-inch ad in the local newspaper to call attention to our Toyland department. This type ad costs \$36.00 a month, but it is well worth the expense, for as new customers notice the ad and come in to shop for toys, they are pleased with our selections and pass the word along to prospective toy customers. Being before the public the year-round, we do not make any special efforts at Christmas time to promote our Toyland section. Mobilians know that our toys are on sale and display month after month, so there is little need for an all-out advertising campaign at Christmas. A large sign hangs outside the front door of our store, calling attention to Toyland, and this is notice to all that the department is a year-round affair at Alabama Hardware Company.

Growing Tool Market

(Continued from page 26)

they can do it I can do it, with a little practice. I've always been handy with tools."

No dealer needs much more than a hint on how to go on from there.

Naturally, any dealer having close relations with craftsmen must be diplomatic. But he must also recognize fact. A great many people are out of the market for skilled craftsmen. Perhaps to stay. And therein lies the opportunity for dealers the speaker referred to.

Promotion designed to take advantage of circumstances, however, must be devised by the individual dealer, applying what he has learned about people. About human nature.

Surely, he must remember one thing: Few people will readily admit the prospective purchase is being considered with an idea of cutting household costs.

But that is the real reason this market is so great today. Appeal to the pocket book is fundamentally more motivating now than ever before. In promotion it can be used somewhat boldly, if done cleverly. But the economy appeal must be introduced delicately into actual conversation with the prospect, until one is sure of his ground.

Meanwhile, the man who can still afford to hire everything done, and who is financially capable of merely indulging the challenge of craftsmanship in his heart, remains a factor in this market.

They're building store traffic with

Electric Housewares



By Robert Latimer

BECAUSE the average housewife is likely to visit an appliance dealer first in search of major appliances, but invariably will go to the hardware store for small appliances, the hardware dealer will be wise to put his promotional emphasis on the latter, according to George E. Stigger, of the Lambert-Grisham Hardware Co., Henderson, Kentucky.

The Lambert-Grisham store recently cut down on stocks of major appliances, formerly displayed at the right front of the store, to permit additional display fixtures for small appliances. Electric housewares, ranging from automatic coffee-makers to waffle-irons, mixers, irons, toasters, space heaters, etc., have sold in a volume far more profitable in relation to square feet of space occupied, than have refrigerators, ranges, washing machines, and the like.

The principal reason, according

to Stigger, is the fact that Lambert-Grisham regularly promotes its electric housewares on an early-morning radio program. National news, local news, and two or three housewares items are featured equally on the broadcast, designed to catch the attention of housewives as they finish the breakfast dishes. Copy is devoted to a complete explanation of each small appliance, its uses around the home, its appeal as a gift, and an invitation to come in and watch it operate. In this way, electric housewares receive the benefit of both weekly newspaper advertising and daily radio promotion, the year-round.

"We put a lot of emphasis on the gift appeal of electric housewares," Stigger said. "We point out the fact that a waffle-iron, coffee-maker, or 'pop-up' toaster continues to give the owner pleasure year after

(Continued on page 34)



Space once devoted to major appliances now is taken up by well-planned displays of small electrical appliances which are proving to be a leading means of building store traffic. These lines receive consistent, year-round promotion in newspaper advertisements and on an early morning radio program. Much emphasis is put on the gift appeal of electric housewares

Added profits from LIGHTING FIXTURES

LIGHTING fixtures take up less space and account for more volume per square foot than any other merchandise in the store for Fred H. Nash, Camdenton, Missouri. In addition, his stock of lighting fixtures has been responsible for many sales in the electrical supplies department, such as wire, boxes, receptacles, circuit breakers and conduits.

The heaviest volume in lighting fixtures and electrical wiring supplies comes during the fall and winter months, when volume in some other departments is usually at its lowest, Nash pointed out. By taking up the slack in sales of other lines, lighting fixtures occupy a unique, key position in his merchandising program.

Located in a resort area where almost half of the population is engaged in some occupation or business devoted to the tourist and sportsman, Nash Hardware sells much merchandise to owners of cabin camps who devote the winter months to rebuilding, refurbishing or building new cabins. This is responsible for the winter demand for wiring and lighting fixtures.

Nash displays samples of his stock of lighting fixtures on two boards, one with 15 lighting fixtures mounted on it, and the other with 18. All displayed fixtures are connected, so that the prospective buyer can see what the fixture looks like in use. A complete stock is carried in the rear, so that the customer may make his selection from the board and receive the fixture in a factory-packed carton.

Nash Hardware Company's lighting fixture department has a turnover of ten times a year and enjoys its greatest volume in the fall and winter months when other items are slow

By L. H. Houck

This merchandise turns 10 times a year, Nash pointed out, because fixtures are readily available from stock and the customer does not have to wait until they can be ordered and shipped. Also, only popular styles are carried and displayed.

Styles change, and the customer's taste changes as well, Nash pointed out. Therefore, he keeps a chart on the sales of each fixture. For instance, in a selection of possibly six kinds of bathroom fixtures, two will outsell the

others many times in the number of times they are selected. This is Nash's clue not to buy any more of the lowest sellers and to get a couple of new kinds on the next order, because the two top sellers may be on the down-grade in another year. This same system applies to bedroom, dining room, outdoor, and hallway fixtures.

Since most of the lighting units go into tourist cabins and small bungalow type homes with which the Ozark hills are dotted, Nash

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Right, Edwin Cornwall buffs the edges of a glass counter top ordered specially for a neighborhood store. Patterns must be brought into the store as the company does not go into the home to cut patterns. Customers are charged for a full sheet of glass unless a large usable portion remains after the cutting.



GLASS CAN BE — *A Profitable Specialty*

By B. Miller

GLASS is considered one of the most profitable items sold at the Silver Spring Paint and Hardware Company in Silver Spring, Maryland. Accommodating builders, contractors and home-owners, the glass department enjoys substantial sales throughout the year and accounts for a monthly volume of at least \$500.

Floor space measuring 8 x 8 feet is set aside in the rear of the store for storing and cutting glass. Available in sizes from 8x10 to 44x48 inches, the glass is arranged in narrow upright bins and compartments above and below the table on which it is cut. Included in the \$800 inventory are both single strength 3/32" and double strength 1/8".

"In a suburban area whose steadily growing population has necessitated tremendous construction," explained W. C. Fisher, manager, "builders bring us 30 sash at a time to be glazed. Home-owners' orders are smaller, but offer a regular and steady volume for the glass department."

Standard sizes of glass are carried in stock, but any request for non-standard size is placed on special order and filled within a week or 10 days. Crystal for a picture window, mirror glass, glass tops for desks, dressers and tables,

florentine or moss, or any type of opaque glass, wired or unwired, for commercial or home use, may be ordered. Odd sizes of 44 x 32, 30 x 32, 60 x 96, for picture windows are occasionally called for and specially ordered.

Patterns for glass must be brought into the store, for the Silver Spring Paint and Hardware Co. does not go into the home to cut patterns.

"We usually charge a customer for a full sheet of glass, unless a large, usable portion remains after the cutting," Fisher said, pointing to the compartment of odd-size remainders that had been put aside for possible sales in the future. "Whenever a customer pays for the full sheet, it allows a small additional profit, which is helpful in view of the loss from breakage."

Breakage loss is not due to careless handling, Fisher said, but rather to salesmen's inexperience in cutting glass as economically as possible. Only experience, he pointed out, gives new salesmen the working knowledge necessary for obtaining the most out of any pattern.

It takes the average person about

one week to learn how to cut glass properly. Trade schools offer glazing courses to introduce the novice to glass cutting, but factory representatives usually offer training to



Here Cornwall gives a customer an estimate of the cost of replacing the glass panel in a bookcase. Monthly volume from glass amounts to at least \$500



Sales of glass average \$3500 monthly in this suburban store

young men on the job in this phase of hardware work. After brief instructions, however, actual experience is the best teacher in glass cutting.

The Silver Spring firm does its heaviest buying of glass in June and July, when it is most plentiful and at its cheapest level. Glass becomes more expensive in October, when there is greater demand for it. "At this time, there is a sharp spurt in retail sales of glass," Fisher pointed out, "for there's nothing like a chill wind coming through a broken pane to remind the homeowner that he has some glass repairing to do."

For the hardware dealer who is considering a glass-cutting department, Fisher recommends that the dealer study the neighborhood in which he is located. In a neighborhood of old houses, where there may be colored glass transoms, frosted glass panes in skylight panels, house or door lamps or moss or florentine glass, a different situation presents itself. In the Silver Spring suburban area, there is new construction going on, and volume is built chiefly on window glass.

Fisher recommends an initial inventory of about \$600 in an assortment of standard size glass. Learning the elementary principles from a school or factory representative is the safest spring board into this profitable line, he says, as well as the best way of learning to estimate approximate prices from a given set of specifications. A glass

cutter and a table are the only equipment needed.

The Silver Spring Paint and Hardware Co. has no overhead in glass promotion, for across the rear of the store hangs a full-length sign reading, "We Carry All Size Window Glass."

Sporting Goods Sales

(Continued from page 25)

goods is missing a good opportunity if he doesn't sell licenses, too.

"Practically everytime we sell a license, we sell some fishing and hunting equipment. Not only that, but licenses make good repeat customers. They are business stimulants that no hardware dealer should overlook.

"In addition to buying licenses for themselves, many customers will buy for friends or relatives for a short outing. Besides the \$2 license that includes hunting and fishing for the season, we carry the three-day permit for fishing, at \$1, and the one-day permit for fishing, which is only 50 cents. We have sold hunting and fishing licenses since the start of business.

"This past December we sold 20, of all types," Howse explains. "Last June, a typical month, we sold 30. Of course, the sale depends a lot upon the weather and the stage of the season. But when fishing falls off in the late fall and winter, the hunting licenses pick up. We sell only Tennessee licenses."

The Howard Morris Co. carries a large stock of name-brand fishing and hunting equipment, and also stocks sporting goods for the neighborhood kids. The store is located in a growing and better class community, composed 90 percent of homeowners. And that means lots of kids and lots of customers for skates, boxing gloves, baseball, football, basketball and tennis equipment. In addition, the store does a good volume on parts for skates and bicycles.

"With no bicycle repair shop close, the neighborhood just about demands a good supply of parts," Howse explains.

As for hunting and fishing equipment, the store carries a wide assortment of lures, ammunition, poles, rods, reels, insect repellent, guns and outdoor clothing, in addition to boat paddles, life preservers, picnic and ice boxes (these sell well), thermos bottles, grills and, of course, the "Fisherman's de-Liar."

The store has three full counters and wall space devoted to sporting goods and plans a rearrangement to put the counters under glass. Its display of guns and poles is easily visible from the street.

The store stresses safety along with its sales. It pushes life preservers, and points out that many lakes in the Memphis area now persuade visitors to bring preservers along, especially where children are involved.

The Howard Morris Co. doesn't sell ammunition to children without consent of the parents. While this reasoning is sometimes a little difficult for the minds of anxious youngsters, the store believes its policy is a wise one.

Howse is a big booster of sporting goods shows, attends a local show each year and finds new items with definite sales appeal.

For instance, last year after the Orgill show, the store took on a new spinning reel that eliminates back lash and converts to casting and fly fishing in the same operation. Also acquired were spun glass rods.

The Howard Morris Co. uses a system of direct mail and also advertises through a strong church medium to keep customers informed on timely merchandise. A booklet, "Workshop and Home," with sporting goods included, is mailed to several thousand homeowners in the neighborhood. The booklet goes out six or more times a year.

An efficient service department with its large parts inventory is winning appliance business for this Florida hardware store



They boost appliance sales by **Selling Service First!**

THE MOST important asset to the hardware dealer who wants to make a steady success of both small and major appliance merchandising is a service department that is impressive enough to be "sold to the public," according to T. A. Guthrie, executive of the Taylor Hardware Co., Pensacola, Florida.

In its long period of service to the Pensacola population, Taylor Hardware Co. can trace a large portion of its \$500,000 yearly volume straight to the service department. Despite the fact that Pensacola is occupied by many appliance dealerships, department stores, furniture stores, etc., which carry complete appliance lines, Taylor Hardware Co. invariably has made an excellent showing and has come out in the top ranks when the city's appliance figures are released.

This achievement represents a very realistic attitude toward appliance merchandising, according to Guthrie, who, with P. W. Husted and Wilson Harris, operates the store. When the first appliance

was stocked, the store "eliminated in advance" all the characteristic hardware-store drawbacks to appliance merchandising, such as limited space, inability to handle "big ticket" credit efficiently, and last, but not least, service.

"Our Pensacola market had a lot to do with the decision to install a service department," Guthrie explained. "With many large Naval air training stations nearby, we have a strong percentage of

transients in our buying market, and we have found that the transient customer, even more than the life-long resident, will buy where he is sure of fast, dependable service. For that reason, we set up our service department before we began selling appliances, and we have actually been selling the department first to appliance prospects ever since."

Now one of the few appliance dealerships in the Pensacola area which operates its own service department, Taylor Hardware Co. has never had reason to regret installing the department. "The service department pays excellent dividends in paving the way for sales of small electric appliances, toys, housewares, power tools, and many other lines, in addition to appliances," Guthrie said. "Its ability to handle large appliance repairs fits equally well in making repairs on power tools, for example, on fans, toasters, etc. When a new appliance prospect comes into the store, one of our first steps is to point out the 100 per-

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Lighting Fixtures

(Continued from page 30)

Nash makes no attempt to get customers to wait for fixtures which are not in stock. However if a customer requests that he order some special fixture, the order is placed.

The display boards are located on the ceiling and walls in one corner of the store, and they require little space. Customers who look at the displays are thereby exposed to merchandising displays all over the store.

He always tries to select fixtures that will be in keeping with the architecture of small rooms.

Nash sells many more fixtures in November than in June. If he should sell all of one item, he removes it from the display board, so that no customer will select it and then become disappointed because he cannot get it at once. However, often he sells the fixture off the display board, and that sale closes out the number, unless it has been unusually popular and will be carried another year.

which gives Stigger considerable authority in selling the item to a dubious customer. Thus, if a new double waffle-iron is added to the line, it must see service first on the Stigger dining room table, and such testing is relayed in conversation to the customer.

"There is no substitute for personal knowledge and experience in recommending electric housewares either for gifts or for the customer's own use," he said. "Most of my customers know that my wife and I go through this process, and they have more confidence in our claims."

Another factor which Stigger has found that competitors give little attention to, and which is therefore stressed in his own store, is to warn the customer of practices which may injure a small appliance or cut short its life. When an electric housewares item is limited in the number of years of service, the reasons are

carefully explained to each customer to guard against later ill-will. Warnings are issued on how to use every electric housewares item for maximum longevity, such as the use of distilled water only in steam irons, the careful "pre-heating" of sandwich grills, etc., before they are used, the careful treatment of removing cords by gripping them between thumb and finger, rather than jerking out the entire cord. When any electrical appliance leaves this Kentucky hardware store, it is a certainty that the purchaser has been well-trained on how to use it.

As a net result, the electric housewares department at the Lambert-Grisham Hardware Co. is selling a 50 percent greater volume in small appliances than during the period of high sales immediately following the war—and profits which were non-existent in major appliances are being readily made up in the small appliance section.

This Dealer Says the Rules of Good Business Call for Sunday Closing

By Kingsley Harris

Kingsley's
Leesburg, Fla.

Electric Housewares

(Continued from page 29)

year, and that in this day of high costs the more practical a gift is, the more appreciation it will receive."

The Lambert-Grisham store offers only nationally-advertised brands in electric housewares, all of which can be repaired in the area, thus avoiding the temper-arousing delays that arise when the item has to be sent to the factory or otherwise held up. Likewise, since many drug stores, super-markets, etc., have gone in to the electric housewares field on some scale, the Lambert-Grisham Hardware Co. sticks to models "priced where the competition leaves off." Only the top two price lines in the electric housewares products of the manufacturers represented are shown. "Naturally," Stigger pointed out, "it requires more salesmanship and more promotion to keep the stock turning."

One of the most unusual features of the small appliance department is the fact that every item which goes on display in the store first is carefully tried out in Stigger's own home. It is thoroughly tested under all situations,

The February issue of SOUTHERN HARDWARE carried an account of a southern hardware dealer who, because of competition from drug-stores engaged in selling hardware lines, found it necessary to open on Sunday. This brought a quick response from Kingsley Harris, a past president of the Florida Retail Hardware Association who operates Kingsley's in Leesburg, Fla. Mr. Harris' views on this subject are given below.

IN ANYTOWN, U. S. A., there is an average hardware store operated by an average hardware dealer. He not only occupies an ideal location, but more important he occupies an important place in the heart and thoughts of everyone with whom he comes in contact.

The average person respects and depends on the hardware store. It has a reputation for integrity, supplies a definite need, and in fact is "just necessary." Hardly any other type of business attracts so many different types and classes of people.

The hardware store that fulfills

its obligation and carries out a well-rounded merchandising program will desire to close when its six days of service have ended and rest on the day set aside for that.

To earn or deserve that day, we hardware dealers first must operate in such a manner that our existence is justified. We must strive to grow. And our strength must be based on a foundation of good things, such as quality merchandise, fair prices, honest statements, claims and service, participation in community activities, and above all, simply a good life.

From this viewpoint the full observance of the Sabbath is essential, for we are charged with the responsibility of setting examples which will be models for the rest of the community.

A real hardware store is one that operates on the above principles. To do so assures a success in which there is hardly a need for opening on Sunday. The real pleasure of a sound business operation during the week will give all of us the desire to observe Sunday and give thanks for that which we have received.

Broad front display windows of the C. M. McClung & Co. sample room afford a clear view of virtually the entire department. Note the wide aisles running between the island displays



Tennessee Wholesaler's

Modern Sample Room

THE ATTRACTIVE displays of merchandise shown here comprise the new, modern sample room recently completed by C. M. McClung & Co., hardware wholesalers in Knoxville, Tennessee (exclusively wholesale).

According to the management, the sample room serves a three-fold purpose. First, seasonal items are displayed well in advance of the retail sales season for the convenience of customers desiring to place orders early. In addition, the room is designed to suggest display ideas to dealers and to give them an idea of how merchandise will look on display.

The completely departmentized section makes maximum use of island type displays.





New Officers of the Mississippi Retail Hardware Association, left to right: W. E. Howard, Jr., vice president; H. D. Young, president; David Mansfield, secretary, and J. P. Metcalf, retiring president who becomes a member of the advisory board

MISSISSIPPI CONVENTION

DELEGATES to the annual convention of the Mississippi Retail Hardware Association, held June 4-5 in Biloxi, Miss., heard a representative of a leading wholesale house state that despite manpower shortages, high operating costs and mountains of red tape, members of the hardware industry still could maintain a reasonable profit by using common sense and ingenuity.

The speaker, Jack Barnes, Shapleigh Hardware Co., hardware wholesalers in St. Louis, Mo., in his talk on "The Hardware Business in a Defense Economy," declared that the hardware business was a good business to be in during a period of unfavorable conditions. He explained that during the depression years there were only seven types of retail businesses with a lower mortality rate than the hardware business.

"It is expected that shortages will increase as time goes on," Mr. Barnes warned. He emphasized that this doesn't mean that there will be no goods to sell, but that some of the frills would, of necessity, be eliminated.

The biggest headache in a defense economy, according to the speaker, was price control. He advised members of the hardware trade to contact the nearest OPS office for interpretation of the rapidly changing directives on price control.

Owen L. Alexander, Hardware Mutual Insurance Co., warned against complacency in the present time. "We are in a war, whether we want to call it a war or not," he said. "If we take the attitude that nothing can harm our democratic form of government then something might happen. England had that attitude and you can now see the type of government England has today. Maybe controls are necessary. If so, then let's take them without squawking like good Americans. But if some are unnecessary then let's fight to keep those from getting a strangle hold on our economy."

H. D. Young of Bruce, Miss., was named president of the association for the ensuing year, while W. E. Howard, Jr., Laurel, was elected vice president. Named to advisory board were V. W. Logan, Vicksburg, and J. B. Metcalf, Indianola, while H. L. Hooper, Philadelphia, and W. H. Fincher, Jr., Lexington, were named directors. David Mansfield was continued in office as secretary.

Selling Service First

(Continued from page 33)

cent service coverage which we give, the large parts inventory which we carry, the neat, machine-

equipped shop, and the trucks which guarantee swift response to calls. Once the customer-to-be has seen these assets, her sales resistance lowers markedly."

Although three trucks are maintained, plus a stock of approximately \$2,000 in replacement parts for the appliance lines carried, Taylor Hardware Co. has never attempted to show a profit on service operations. Instead, if the department's operating cost and revenue "break even," the partners are more than pleased. The per-hour charge on large appliance repairs, small appliance repairs in the shop, etc., are geared always to immediate operating cost and are shaved if revenue goes up, or increased slightly where it is reduced. The results are fair charges which please customers and which have resulted in much valuable word-of-mouth endorsement of the store.

All deliveries of new appliances are made by the service department, with the salesman who made the sale and a mechanic riding on the same truck and seeing to it that the new appliance is properly installed. One week later, the salesman calls back, irons out any "bugs" in the appliance, and reminds the owner that Taylor Hardware Co. can be called for any service need, whenever it is necessary. When a service call comes in, the truck usually is at the house within half an hour or less, a point which the store has parlayed into much confidence.

Dallas Hardware Club Holds Annual Party

ONE HUNDRED and fifty members, guests and ladies attended the annual spring party of the Dallas Hardware and Implement Club, held this year in informal style at the Casa Linda Lodge in suburban Dallas the evening of May 18.

A cocktail party was followed by a full course dinner and a score of prizes, merchandise and gift certificates donated by club members was awarded before an orchestra took over for dancing, both square and ballroom.

Club officers this year are: R. H. S. Henderson, president; Allan P. Bates, vice president, and J. D. Dodson, who continues as secretary-treasurer. The board of directors consists of Alan Johnston, chairman, with R. J. Kupper and F. A. Molberg.

Wholesaler officers, left to right:
C. Stanley Roberts, Jr., second
vice-president; David Nash,
President; Nat M. Johnson, sec-
retary-treasurer; E. D. Peden,
first vice-president



TEXAS WHOLESALERS MEET

WHOLESALERS AND manufacturers and their men must spend less time in business and play and become "crusaders for America" or there will be no business nor free enterprise left, according to the principal speaker at the annual joint meeting of the Texas Wholesale Hardware Association and the Texas Hardware Boosters. This year's convention was June 8 and 9 at The Shamrock, in Houston.

The speaker was Martin Dies of Lufkin, Texas, former congressman and head of the Dies un-American committee, who addressed the one joint session of the convention.

Following the appearance of

Dies, wholesalers withdrew and Boosters conducted their fifteenth annual business meeting and election, which resulted in the elevation of Ed M. Luther from first vice-president to president. He succeeds P. H. Speaker, Jr., who becomes chairman of the advisory board.

Similarly, Charles W. McKnight moved from second to first vice-president of the Boosters and C. Earl Stafford was advanced to second vice-president from chairman of the executive committee.

Charles F. Lanter is the new chairman of the executive committee and serving with him will be Joe E. Jackson, Karl E. Hormann,

Warren F. Ward and the officers. In addition to Past President Speaker, the advisory board will consist of O. F. Torbrun, George C. Barton, C. B. Hasford, Paul H. Bowen, H. H. Hargraves and John Daring. All officers and committeemen except Barton, of Memphis, and Hargraves, of Cincinnati, are residents of Texas.

In their concluding executive session next day, wholesalers, who elect new officers every two years, advanced David B. Nash, of the Nash Hardware Co., Fort Worth, from first vice-president to president. He succeeds Gus C. Dittmar of the San Antonio Machine and Supply Co., Waco.

E. D. Peden, Peden Iron and Steel Co., Houston, was advanced from second to first vice-president and the new second vice-president was chosen from the ranks of the executive committee. He is C. Stanley Roberts, Jr., of the Roberts, Sanford and Taylor company of Sherman. Also re-elected to the post of secretary-treasurer for the wholesalers was Nat M. Johnson.

The wholesalers' executive committee is now headed by Past President Dittmar and serving with him will be Carl Johnson of the Walter Tips Co., Austin; Joe F. Wood of the Corpus Christi Hardware Co., Corpus Christi; H. T. Biar of The Schoellkopf Co., Dallas, and President Nash.

In their annual business meeting, Boosters named a committee to call on wholesalers and offer to abandon the joint characteristics of the annual meeting. This action was prompted by several develop-



Booster officers. L to R: Paul H. Speaker, Jr., retiring president; Ed M. Luther, president elect; Nat M. Johnson, secretary-treasurer; Charles W. McKnight, first vice-president; C. Earl Stafford, second vice-president

ments, including inability of some wholesalers and others to get into their rooms due to an overlapping convention and resulting confusion, and the evidence of growing pains in both organizations.

Wholesalers, however, turned deaf ears to the Booster proposal, insisted upon continuing as in the past and were lavish with their compliments on Booster arrangements for entertainment of wholesalers, according to members of the Booster committee.

Substitutions were in order for the opening and joint session, with David Nash substituting for President Dittmar, who was unable to attend the first day, and Charles Nash, vice-president of the Southern Wholesale Hardware Association, substituting for President Fred C. Barksdale of Alexandria, La. Others who spoke briefly were President Speaker of the Boosters and George H. Halpin, of St. Paul, Minn., president of the American Hardware Manufacturers Association.

In the principal address, former Congressman Dies declared that in this nation today there is "more confusion and disunity than at any time since the Civil war" and declared that the New Deal and the Fair Deal in that order have codified Communism since 1933.

"All the fair deal is," he contended, "is Socialism on a slow train, and all Socialism is, is Communism on a slow train; and Truman's program is the same as that sponsored by Karl Marx."

"As for Truman, I told a newspaper reporter this morning that he doesn't look like a president, doesn't talk like a president and doesn't act like a president and I don't think he should be president."

An enthusiastic and prolonged burst of applause greeted this and other critical comments by Dies, but he sobered his audience by asking what they would do about it.

"A good many people say, 'Well, I'm against this corruption, but I'm a Democrat.'"

"Well, I, too, am a Democrat, but I cannot ever forget what my father told me. He told me that if ever I had to choose between my party and my country, to make no mistake, and choose my country."

"And what you can do about it is devote less time to golf, yes, even less time to your business and make it a point to become crusaders for America, or there won't be any free enterprise and your business will cease to flourish. It is time for us to sound the clarion call for a return to honest government, and decide if we will have a Socialist state or a constitutional government."

In their first of two executive sessions the wholesalers heard discussions on merchandising from L. P. Nolen, president, and Ray M. Souder, secretary-manager, of the Texas Hardware and Implement Association, the state retail organization; from William C. Habbersett, chief of the builders hardware branch, building materials division, NPA, Washington, on "Activities of the National Production Authority in Our Defense Program"; and from O. H. Mann, vice president and general manager, Hig-

ginbotham - Pearlstone Hardware Co., Dallas, on "Keeping the Sales Organization on its Toes—Selling the Entire Catalog."

The second executive session was devoted largely to reports, routine business and election of officers, but there were also several discussions, namely:

"Priorities Affecting the Hardware Wholesaler," by M. E. Duckworth, manager, priority department, Peden Iron and Steel Co.; "Returned Merchandise," by LeRoy B. Everett, vice-president, Bering-Cortes Hardware Co., Houston; "Warehouse Arrangement and Efficient Handling of Merchandise," by N. F. Hoogenhuyze, president, Wm. Van Hoogenhuyze Hardware Co., San Antonio.

Georgia-Florida Dealers Plan Merchandising Clinic



At the planning meeting of Georgia-Florida hardware dealers were, left to right, seated: W. S. Williams, K. F. Hill, Andrew Stine, J. Frank Goodwin, Frank T. Adams, and W. W. Howell. Standing: C. E. Weir, Jr., W. B. Makinson, A. E. Folds, Charles Newlin, David Yon, C. E. Weir, Sr., Reginald Hatcher, and Stewart Bartlett

DURING May, members of the Georgia-Florida Retail Hardware Association met in Gainesville, Florida, to discuss plans for a proposed merchandising clinic to be held on the University of Florida campus this fall.

The proposed clinic, if held, will be conducted by the General Extension Division of Florida and the University's College of Business Administration.

Twelve association members discussed program plans with Frank T. Adams, Extension Division professor of Business Education; Frank Goodwin, Professor of Marketing; and John B. McFerrin, Professor of Business Operation and Organization. C. E. Weir, Sr., Douglas, Georgia, president of the Georgia Association, and David

Yon, Tallahassee, president of the Florida association, met with the group along with W. W. Howell, secretary-treasurer.

"While the first program will be primarily for Georgia-Florida retailers," Mr. Adams said, "plans are being made to make the University of Florida the center for future Southeastern retail merchandising clinics."

Attending the meeting were, from Georgia: C. E. Weir, Jr., Douglas; Reginald Hatcher, Mill-edgeville; W. S. Williams, Cordele; and C. E. Weir, Sr. From Florida: Stewart Bartlett, Vero Beach; K. F. Hill, Orlando; A. E. Folds, Gainesville; Andrew Stine, Sanford; Charles Newlin, Tallahassee; W. B. Makinson, Kissimmee; and David Yon.

BUSINESS TRENDS and BRIEF CHANCES

Sales Slow But No Big Slump Foreseen

THE BACK OF inflation seems to be about broken at last. And barring an all-out war, there is not likely to be a further upward surge of prices such as took place immediately following the outbreak of war in Korea. Ask the average retailer why, and he will point to his loaded shelves. Generally declining retail sales have helped stop inflation, and the result has been that buyers are finding that their dollars are going a bit farther. Panic buying has run its course and expected shortages haven't appeared as yet.

Government controls, plus stiff credit restrictions have put a damper on buying with the result that dealers are being hard put to move heavy inventories.

But there would seem to be little chance of a big slump. For one thing, general business activity still is on a high plane. Industrial production continues to hold high with a resultant rise in employment and consumer incomes.

As orders for military goods continue to increase there will be a lessening in production of automobiles, appliances, and other hard goods. But as supplies of

consumer goods become increasingly scarce as 1951 moves ahead, income available for spending later is being built up.

However, industry's ability to produce both guns and butter is beginning to show up. Consequently, there is the feeling in government quarters that this "backed up" purchasing power will not necessarily cause a new upward spiral of prices. More likely there will be a strong demand based on high earnings with expanded production being able to supply essential war materials and consumer goods also.

What has happened is this. The vast productive power of the U. S. has been making a near painless shift from a "normal" to a prewar economy. Despite the moans of the pessimists, it appears that industry, barring all-out war, can supply war materials with minimum interruption in the flow of goods to consumers.

Hardware Sales Show Sharp Increase . . .

AGAINST THE SLUMP in business reported by most other lines of trade, sales by the nation's independent hardware retailers in

April, the latest month for which information is available, were up.

For April hardware retailers recorded a sales gain of 18 percent over April 1950, while the national average for retailers in all categories showed no change.

For the first four months of 1951, hardware retailers showed a sales increase of 32 percent in comparison with the national average increase of 13 percent.

Cotton Growers Head for Near-Record Year

BECAUSE OF THE high rate of consumption, cotton growers will experience one of the best years in history, even though use of the fiber is down from the near record of February and March.

For the first nine months of the season (the season ended July 3) mills' consumption of cotton totaled more than 8,000,000 bales, nearly 2,000,000 bales above consumption of a year earlier.

For 12 months, consumption of cotton probably will top 10,000,000 bales, well above the best pre-war season and ahead of the 9,800,000 bales in 1946-47, the record for peace time.

Slight Drop in Farm Prices Received . .

IN MAY, FOR the third straight month, prices received by farmers showed a moderate decline. Softening of prices in other lines is now extending to agricultural products.

With the outbreak of the Korean war, prices received by farmers had soared up faster perhaps than anything else in the nation's economy. Nowhere were inflationary pressures reflected more clearly. Now the trend is in the other direction, and in May farmers' prices averaged 3 percent under the February peak.

However, there is little cause for alarm. General business activity continues high, supporting a strong demand for farm products.

Geographic Division	% change in sales Apr. 1951 from		4 mos. 1951 from	% change in inventories Apr. 1951 from		Stock-Sales Ratio		
	Apr. 1950	Mar. 1951	4 mos. 1950	Apr. 1950	Mar. 1951	Apr. '51	Apr. '50	Mar. '51
U. S. Total Sales	+18	-12	+31	+36	+3	190	166	162
Hardware:								
South Atlantic	+14	-15	+37	+24	+10	265	246	204
East South Central	+11	-15	+36	+44	+10	274	213	210
West South Central	+16	-12	+30	+30	+9	279	236	226

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

HARDWARE *Industry* NEWS

Nesco Elects Keating, Howlett to Top Posts .

Nesco, Inc., 201 N. Michigan Ave., Chicago 1, Ill., announces the election of Arthur Keating as chairman of the board and William Howlett as president of the company. At the



William Howlett

same time, the company announced first-quarter sales of \$7,196,115, its largest quarter in the last 10 years.

Mr. Keating, who has served as president since last April, is the largest single stockholder of the company, while Mr. Howlett, 34, who joined the firm as executive vice president last July, becomes the youngest president of a major American housewares concern.

Other elections announced by the company include: Alfred Kleckhefer,



Arthur Keating

who has served Nesco for 43 years, vice chairman of the board; Emmett J. Gardner, formerly first vice president in charge of manufacturing, executive vice president; Thomas Stinson, formerly general manager of the barrel division, vice president; John Hansen, assistant treasurer, comptroller of the corporation.

Telechron Becomes a G. E. Department . . .

Telechron, Inc., Ashland, Mass., a manufacturing affiliate of the General Electric Co., became a department of the parent company on June 30, according to an announcement by President A. F. Fisher of Telechron.

The Telechron Department will be part of the Appliance and Electronics group, one of General Electric's three main operating groups.

Mr. Fisher announced that this change simply means that commencing July 1, 1951, Telechron will be known as Telechron Department, General Electric Co., rather than "a General Electric affiliate." Mr. Fisher is general manager of the new department, and the change in corporate relationship will in no way affect the manufacturing, engineering and sales organizations of the former Telechron organization, nor will it change its operations as manufacturers of standard household and commercial time units.

Passing of F. W. Olin, of Olin Industries . . .

Franklin W. Olin, long-time leading figure in the nation's sporting arms and ammunition industry, died May 21 in St. Louis, Mo. Mr. Olin, who was 91 at the time of his death, was founder of the Olin enterprises which now make up Olin Industries, Inc., with headquarters in East Alton, Ill.

Mr. Olin began his business career as a builder of mills for the manufacture of blasting powder, eventually establishing his own company, the Equitable Powder Manufacturing Co., in East Alton, Ill., in 1892. Through the years Mr. Olin added the manufacture of the various components of ammunition, completing his program

of integration in 1916 with the erection of Western Brass Mills.

In 1932 Mr. Olin's Western Cartridge Co. purchased the Winchester Repeating Arms Co., of New Haven, Conn. Mr. Olin retired as president of Western Cartridge Co. at the time of the formation of Olin Industries, Inc.,



Franklin W. Olin

on December 31, 1944. Olin Industries, parent organization of the Olin enterprises, is now headed by Mr. Olin's son, John M. Olin, president, and another son, Spencer T. Olin, first vice president.

Briggs Named Vice Pres. Of Reo Mower Division . .

Election of Sam Briggs as vice president in charge of the Lawn



Sam Briggs



If you want to Sell Chain ... Show It!

**NOT JUST A COUPLE OF SIZES ... BUT A
FULL LINE ... AND THAT'S THE**

AMERICAN CHAIN LINE

- With the **AMERICAN CHAIN "Sales-Maker"** and **"ACCO-PAKS"** you can set up a modern, profitable chain department in a small space. The display above shows 18 sizes and types of chain which can be cut to desired length. It also includes bagged **TENSO TIE-OUT CHAINS** and **UTILITY TOWING CHAINS**. There is even an **ACCO DOG CHAIN ASSEMBLY** hanging on the Sales-Maker next to the customer.
- You'll sell plenty of chain if you get it out where your customers can see it ... pick it up ... feel its strength. Chain sells all year, especially at this season. Check your stock. Call your **AMERICAN CHAIN** distributor today. Set up an attractive display. You'll get chain business.



**FREE...
BUT GOOD!**

Good for new and old clerks. Good for new and old store owners.

"Fingertip Facts about Hardware Chain"

Write today for your copy.
"The best thing of its kind ever published"

ACCO

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

TRADE
MARK



In Business for Your Safety



3 BIG REASONS WHY THERE'S SUCH DEMAND FOR GREENLEE CHISELS

FINE-CUTTING, DURABLE

EDGES for long-time, accurate performance on a wide variety of work. The blade of every GREENLEE Chisel is of special-analysis, high-grade steel . . . expertly formed and heat treated . . . highly polished. And then carefully inspected for top quality throughout.



HANDSOME, TOUGH PLASTIC HANDLES

that withstand the severest hammering. Attractive green transparent plastic . . . weather-resistant . . . safe from flash fire. Special hand-fitting design makes it extra easy to guide and hold blade exactly where wanted. Just the kind of fine tool making you can always expect from GREENLEE.



PLASTIC-SEALED FOR PROTECTION

From factory to your customers, this heavy protective coating shields GREENLEE blades . . . protects them from shipping and handling damage, seashore and other humid conditions. Eliminates costly stock maintenance for you . . . keeps your chisel inventory in perfect shape . . . brings full value to the user.



When you sell GREENLEE, you can be sure you're selling top quality always. Write today for complete information on GREENLEE Chisels and these other high-quality tools: Auger Bits, Expansive Bits, Car Bits, Gouges, Draw Knives, Turning Tools, Spiral Screw Drivers, Automatic Push Drills and many



more. Ask for new Hand Tool Quick Reference File.

TOOLS FOR CRAFTSMEN

GREENLEE



STOCKED BY LEADING WHOLESALERS

GREENLEE TOOL CO., 1827 HERRBERT AVENUE, ROCKFORD, ILLINOIS

Mower Division has been announced by Reo Motors, Inc., Lansing 20, Mich.

Mr. Briggs joined the Lansing company in May, 1943, and has been in charge of its lawn mower activities, carrying the title of division sales manager, since production began in 1945.

He was formerly associated with the Ideal Power Lawn Mower Co., joining that firm in 1928 as assistant sales manager and rising to the position of general manager.

David Succeeds Siegmund As Olin Sales Manager . . .

Spencer T. Olin, first vice president of Olin Industries, Inc., has announced that conforming with the



Col. W. F. Siegmund

provisions of the company retirement plan, Colonel Walter F. Siegmund, general sales manager of Olin Industries, will automatically be retired in May, 1952, and from now to that date will function in an active advisory capacity.

George M. Davis, sales manager of



George M. Davis

the Firearms and Ammunition Divisions of Western Cartridge Co., and Winchester Repeating Arms Co., has

A. Important
PART OF YOUR SALES PICTURE



MODEL 67 MODEL 74 MODEL 61 MODEL 52
22 CALIBER RIM FIRE RIFLES

Model 67—Bolt action single shot, chambered for Short, Long or Long Rifle cartridges interchangeably.

Model 74—Self-loading take-down rifle chambered for Long Rifle cartridges. Shoots as fast as the trigger can be pulled.

Model 61—Hammerless slide action repeater. Chambered for 22 Short, Long or Long Rifle interchangeably.

Model 52—World's finest 22 Match rifle. 22 Long Rifle only.



MODEL 43 MODEL 70 MODEL 94
CENTER FIRE RIFLES

Model 43—Bolt action repeater varmint rifle. Chambered for 218 Bee and 22 Hornet.

Model 70—High power bolt action repeating rifle; in seven calibers from 22 Hornet to 375 H & H Magnum.

Model 94—America's favorite Deer gun—lever action repeating rifle chambered for either 30-30 Winchester or 32 Winchester Special.



MODEL 12 MODEL 21 MODEL 37 MODEL 42
SHOTGUNS

Model 12—Slide action "Perfect Repeater." 12, 16 and 20 gauges. Also available in Heavy Duck and Trap styles (12-gauge only) and Skeet (12, 20, 28 gauges).

Model 21—World's finest double. 12, 16 and 20 gauges. Also available in Heavy Duck, Skeet and Trap styles.

Model 37—Low priced single shot in 12, 16, 20 gauges and 410 bore.

Model 42—Pump action repeating 410. Chambered for 2½" and 3" shells. Also available in Skeet and Deluxe styles.



WINCHESTER rifles and shotguns, World-Famous for quality and dependability, bring customers into your store . . . customers who will purchase ammunition and other sporting needs to go with their new Winchester. Sportsmen the world over rely on Winchester for peak performance. You can rely on Winchester for greater sales.

WINCHESTER
 TRADE-MARK

WORLD-FAMOUS RIFLES AND SHOTGUNS



WINCHESTER REPEATING ARMS CO., DIVISION OF OLIN INDUSTRIES, INC., NEW HAVEN 4, CONN.

SOUTHERN HARDWARE for JULY, 1951

Fill 'em up—
while the
filling's good!



● For the last six months or so, we've been tipping off our distributor and dealer friends that it's going to get tougher to get bolts, nuts and screws.

Now, we don't like "scare copy" either—but we'd like it less if some of our good friends were left high and dry.

So—if you're one of the lucky ones who have a Lamson Speed Merchant or Fastener Chest (they're hard to get now) we suggest you fill 'em up right away. Or, if you don't have these handy cabinets, order the bolts and nuts you need anyway.

Nobody knows how long this "shortage" situation will last—but you can't lose with a good inventory of bolts and nuts no matter what happens.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



been appointed to succeed Colonel Siegmund and will assume, under his present title, these responsibilities.

Colonel Siegmund has been with the company since November, 1931. He has served with the armed forces in World Wars I and II and on the Mexican Border in 1916. An active sportsman, he has won several championships in shooting.

Mr. Davis joined Western Cartridge Co. in June, 1914, having served as division sales manager, assistant sales manager, and acting sales manager. In 1942 he was promoted to executive assistant to the sales manager of Western Cartridge Co., Winchester Repeating Arms Co., and Bond Electric Corp., all divisions of Olin Industries. His appointment as sales manager of the Firearms and Ammunition Division became effective in February, 1948.

WASHINGTON NEWS

(Continued from page 21)

NPA said that some wholesalers, anticipating DO-97 rated orders from their customers, are building up stocks in advance to meet this expected demand by extending DO-97 rating prematurely to their own suppliers.

This is a violation of Regulation 4. NPA pointed out. The wholesaler must not use the DO-97 rating to get replacement items until he has received a DO-97 order from his customer. When he gets such a rated order, it then becomes permissible for him to use DO-97 to replace the item sold.

The DO-97 rating was established as a means of protecting civilian production and economy as far as possible by keeping civilian facilities in operating order. NPA pointed out. The rating may be used by any business firm, government agency or private or public institution as provided in Regulation 4.

NPA Adjusts Limitations on Use of DO-97 Order .

THE NPA HAS adjusted limitations on the use of a defense order rating (DO-97) for maintenance, repair and operating supply items to compensate for increased prices and accelerated programs.

The amendment to Regulation 4 permits use of the DO-97 rating for up to 120 percent of the amount spent on such MRO items during the base period. The limit has been 100 percent.



A Family of Great Products— Every One a *Volume-Builder!*

De Luxe Household Metalware is designed and built to create customer-satisfaction and goodwill. Heavy-weight materials—carefully fabricated and attractively finished—assure the kind of service that users like—and talk about.

Because De Luxe Household Metalware is built to please users—because it is Nationally Advertised in magazines reaching millions of readers



Since De Luxe is a complete line—including Colored Ware, Galvanized Ware, Tinware, Mop Pails, Garbage Pails, and Ash Cans, every need in this field is adequately met under the De Luxe label. No wonder consumers everywhere prefer De Luxe.

—and because it is available in a truly complete line—De Luxe is a real sales-builder, and a real money-maker, for you!



Be sure to stock, feature, and sell De Luxe Household Metalware. Talk to your Jobber's Representative about it now.

SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

SELL IN A
WHIRL!



The No. 133H
"Yankee-Handyman"
with quick-return spring
equipped with $\frac{1}{8}$ " bit
for driving screws.

◀ The No. 233H
"Yankee-Handyman"
... the complete tool.
With quick-return spring.
Transparent magazine
handle. Supplied with
 $\frac{1}{8}$ " and $\frac{1}{4}$ " bits. Three
drill points: $\frac{1}{8}$ ", $\frac{1}{4}$ ",
and $\frac{3}{8}$ " for boring
holes in wood.

"YANKEE-HANDYMAN" SPIRAL RATCHET SCREW DRIVERS

One whirl of the fast spiral with the quick-return spring and your customers get the idea ... and you get the sale. One tool that drills, countersinks, and drives and draws screws. That's a spot-seller in any store, any day.

Extra sales for you in the No. 330H Accessory Pak, as a companion to the No. 133H Screw Driver. Pak contains

extra $\frac{3}{32}$ " bit for smaller screws, 3 drill points for boring holes in wood, and a countersink.



No. 330H Accessory
Pak with $\frac{1}{8}$ " bit, 3
drill points and
countersink.

"YANKEE" TOOLS
NOW PART OF

STANLEY
THE TOOL BOX
OF THE WORLD

NORTH BROS. MFG. CO.

Philadelphia 33, Pa.



WHOLESALE NEWS

Morse Elected President Of Peden Iron & Steel . .

George T. Morse, Jr., was elected president of Peden Iron & Steel Co., Houston, Texas, at a meeting of the company's directors on May 21. He succeeds John L. Peebles, who resigned recently.

Mr. Morse started with the company as a clerk in 1928. In recent years he has been vice president in charge of industrial sales.

er. He joined the company in 1925 and has spent time in stock, traveling as a specialty man, and as buyer of sporting goods.

Charles B. Price, Jr., who also worked his way through stock and has traveled in Mississippi for four years, succeeds Mr. Proctor as buyer for sporting goods.

Richmond Hardware Co. Moves to New Location

Richmond Hardware Co., Richmond, Va., is in the process of moving into its new office and warehouse building, located at Roseneath Road and Leigh Street. For the past 45 years, the company has occupied offices in a downtown location.

The new building, located in the industrial area, is of the latest one-story construction, erected on a 300 x 432 foot lot, with an additional large lot adjoining for ample parking space for customers and employees.

The office section is fully air-conditioned, equipped with acoustical ceilings and radiant heat. This section also includes display room, city sales room, conference room, and auditorium with a seating capacity of 100 persons.

The warehouse portion consists of 114,000 sq. ft. of open one-level storage, with separate broken package, sporting goods and packing rooms designed to give maximum efficiency in the assembly and shipment of customer orders. Transmission to and from the warehouse will be speeded by a pneumatic tube system. Electrically-operated fork lift trucks and all modern equipment will be utilized to accelerate the handling of merchandise.

Side facilities permit unloading, and/or loading of five cars simultaneously, and a truck dock accommodates 15 vehicles adjacent to the shipping department.

Walker D. Stuart, Sr., has been president of the company since 1903, and the occupation of larger facilities is the realization of his long-felt need of expansion to serve customers in Virginia, North and South Carolina, the territory in which Richmond Hardware Co. has operated for more than 50 years. Other officers of the firm include Walker D. Stuart, Jr., vice president and treasurer, and F. B. Saunders, vice president and secretary.

Belknap Announces Personnel Changes .

Charles B. Price, vice president and head of the buying department of Belknap Hardware & Manufacturing Co., 111 East Main St., Louisville 2, Ky., has resigned this position but will remain on the board of directors of the company.

Russell Proctor, vice president, succeeds Mr. Price as managing buy-



Charles B. Price, Sr.



Price

Proctor



How far will it s-t-r-e-t-c-h ?

It may be that we are now entering a period in which it will be impossible to supply your customers with all the American Fence and Tennesseal V-Drain Roofing they want.

During this period, we will ask them, through our radio and farm magazine advertising, to order only their minimum requirements.

We shall tell them that short supply is no fault of the U·S·S Dealer, and that we are distributing American Fence and Tennesseal V-Drain Roofing as fairly as possible among our present dealers.

And we shall keep you informed of the availability of these popular U·S·S Steel Products.

TENNESSEE COAL, IRON & RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA - DISTRICT OFFICES: BIRMINGHAM - CHARLOTTE - HOUSTON - JACKSONVILLE - MEMPHIS - NEW ORLEANS - TULSA



**AMERICAN FENCE
TENNESEAL V-Drain ROOFING**

UNITED STATES STEEL

NEW PRODUCTS

AND SALES PROMOTION MATERIAL

Announces Availability of Tandrotine

Turpentine and Rosin Factors, Inc., Savannah, Ga., has announced that Tandrotine, designed primarily as a paint thinner but useful also as a household cleaning, washing and polishing aid, again is available.

Tandrotine is said to be an ideal thinner for paint, enamel and varnish. A slow drying product, Tandrotine has a high flash point and, according to the manufacturers, has a non-irritating odor.

When used as a thinner with paints, enamels and varnishes Tandrotine is said to give an even flow, is applied easily and leaves no brush marks.



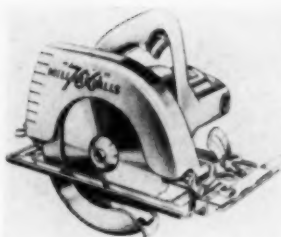
In addition Tandrotine is effective in cleaning porcelain, tile, silver, glass and other household items. When used for washing clothes, Tandrotine cuts grease, acts as an efficient deodorant, gives soap an extra boost and when used with soap cleans paint, grease and oil stains from any surface or fabric.

Tandrotine is packaged in containers ranging in size from one half pint to one gallon.

New Millers Falls 7-Inch Portable Electric Saw .

With the introduction of the new No. 700, 7-inch saw, Millers Falls Company of Greenfield, Mass., rounds out its line of portable electric saws, which already includes 9- and 10-inch heavy-duty models.

Lightweight (11 pounds), high



capacity (2 $\frac{3}{4}$ " at 90 degrees), and fine balance are said to make the new unit particularly suitable for general construction and maintenance work. It is the smallest size saw which will make 45-degree mitre cuts in finished 2" lumber, providing capacity to handle 90 percent of all ordinary sawing jobs, it is claimed. Maximum safety is assured by a completely guarded saw and instant trigger switch control.

Columbus Introduces New Plastic Picnic Set

Columbus Plastic Products, Inc., 1625 W. Mound St., Columbus, Ohio, has introduced a new Lustro-Ware picnic set of plastic plates and mugs. The large dinner-size divided plate, which is easy to hold and balance, has deep food compartments and cup recess which holds mug securely in place. Slot in plate for holding napkin is another feature.



The plates are 10 $\frac{1}{4}$ inches in size, and the mug has 11-ounce capacity. Four plates and four mugs of assorted colors are packed in carton with each set. Suggested retail price is \$2.29.

American Gas Machine Co. Offers Cooking Lantern . .

The new KookLite cooking lantern, said to be the first lantern ever offered that cooks, furnishes light, and burns both leaded and unleaded gasoline, has been announced by American Gas Machine Co., Albert Lea, Minn.

The new lantern incorporates the company's new lantern generator to burn both leaded and unleaded gasoline; and special Bright-Glow burner produces intense cooking heat, 1000 degrees at cooking level. The unit also produces a 300 candlepower



light equivalent to a 200-watt electric bulb. Built-in directional Hi-Gleem spotlight reflector concentrates light in any direction.

A built-in, adjustable Black-Out focusing shield allows the user to control the amount of light from full illumination to total darkness.

Also useful as a small heater, KookLite retails for \$16.95. Tank capacity is 1 $\frac{1}{2}$ pints, one filling gives 10 hours of continuous lighting and cooking. Height is 12 $\frac{1}{2}$ ", width at base 6"; shipping weight 6 lbs.

Animal Trap Issues New Rat Trap Catalog

Animal Trap Company of America, Lititz, Penn., has issued a new mouse and rat trap catalog, describing and illustrating in color the company's

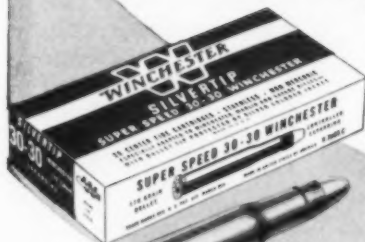
STOCK YOUR SHELVES WITH THE SHELLS THAT SELL!



FOR LONG RANGE
SHOOTING



FOR UPLAND
GAME



SILVERTIP
FOR BIG GAME



FOR PESTS
AND SMALL GAME



FOR PISTOL
PERFORMANCE

Shooters depend on the extra power and punch built into Winchester ammunition. The **SEALED GAS CHAMBER** has helped Winchester shot shells set a new high in long range performance . . . SUPER SPEED 22's and big game ammunition pack the **POWER** to stop game in its tracks. Take advantage of this popularity and stock your shelves with the shells that sell.



WINCHESTER

TRADE-MARK

PRODUCTS OF
OLIN
INDUSTRIES, INC.

WINCHESTER REPEATING ARMS CO., DIVISION OF OLIN INDUSTRIES, INC., NEW HAVEN 4, CONN.

SOUTHERN HARDWARE for JULY, 1951

this is the twine

that nets good net profits



A STREAMLINED PROMOTION of 2-color pages every month in leading Fishing Magazines continually reminds your customers of quality-controlled Gold Medal Seine Twine. Made from carefully spun, long staple cotton, this is the same twine used in Gold Medal Netting—famous for quality for 108 years. It ties right, hangs right—never kinks or twists—and fishes better and longer. Once a fisherman uses it, he comes back for more. So, for good customers—repeat customers—stock and promote Gold Medal Seine Twine and you'll net yourself good volume and good profits.

Gold Medal
QUALITY SEINE TWINE

THE LINEN THREAD CO., INC. (Successor to American Net and Twine Company)
418 GRAND STREET, PATERSON 1, N. J. • Chicago 10, Ill. • New York 17, N. Y.
Boston 10, Mass. • Baltimore 3, Md. • Philadelphia 6, Pa. • San Francisco 5, Cal. • Gloucester, Mass.

traps for mice, rats, moles and gophers.

Complete specifications are given for each trap, and the 4-page booklet features Victor, Holdfast, and Auto-Set traps. Copies are free upon request to the manufacturer.

Atkins Announces New Hacksaw Blade Groups

E. C. Atkins and Co., Indianapolis, Ind., announces to the trade hand hacksaw blade assortments in both silver steel and the new flexible silver flash type.

Attractive easel back cards, approximately 11 inches square, hold 10 blades in the following combination: six 1810; two 2410; and two 3210. Number and a brief mention of the correct blade to use for cutting various materials is printed under each blade.



The silver steel blades carry the prefix SS. This card is blue trimmed in red on heavy stock. The silver flash card designated SF is in the reverse color combination.

New Rotary Lawn Mowers Introduced by Bolens . . .

Two rotary lawn mowers are being offered by Bolens Products Division of Port Washington, Wis.

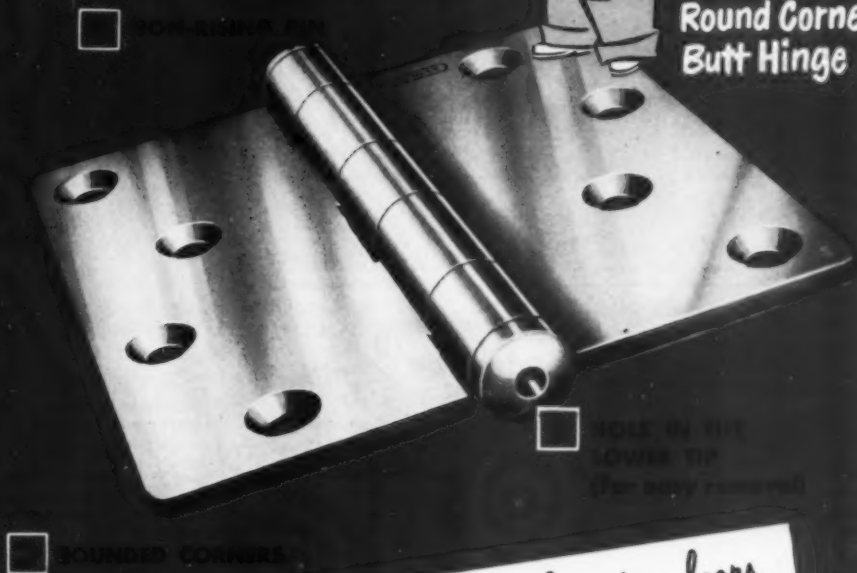
Model 420C is a 20" gasoline rotary mower equipped with a 2 h.p. four cycle engine. This side trimmer unit permits cutting to within $\frac{1}{8}$ " of the outside measurements on the side and 1" in front. The mower is said to feature balance and maneuverability, simple cutting height adjustments from $1\frac{1}{2}$ " to 3", fully guarded cutting blade, and a streamlined design.

Model 416 is a 16" electric rotary mower equipped with a $\frac{1}{2}$ h.p. motor. Lightweight, smooth and silent running, it offers stop and overload safety switches conveniently located at the handlebars. The 16" cutter disc assembly adjusts for cutting height from 1" to $2\frac{1}{2}$ ", and a tail-skid prevents scalping and backward tip. Fifty feet of weatherproof cord is standard.

**No other hinge
has all 3!**



**Stanley RD
Round Corner
Butt Hinge**



**The simplest, speediest hinge for hanging doors
...Now easier than ever to sell**

When you point out *these* features to your customers, you don't have to sell a Stanley RD Butt Hinge. It sells itself!

The patented non-rising pin puts an end to an old nuisance for builders. Once pushed down, it snaps into place and can't "ride up" with any action of the door.

The hole in the lower flange (patent applied for) makes it as easy to remove the pins as tapping a nail. Any builder can see that's going to save him time and money.

The rounded corners (available on the Stanley Butt Hinge) make door hanging easier and faster. Hinge recesses with corners rounded

to a $\frac{1}{4}$ " radius by a power router assure a perfect fit every time.

No other hinge has all *three* of these sales-building features. Promote Stanley RD Butt Hinges for more profits and customer satisfaction. Available with prime coat or plated, with ball bearings or without. Be sure that you are stocked to sell them—these hinges move fast!

THE STANLEY WORKS, NEW BRITAIN, CONN.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Ask For Them By Name

CLARK

QUALITY INDUSTRIAL FASTENERS SINCE 1814

FOR
GREATER SECURITY
FASTEN FAST WITH
CLARK FASTENERS

...Built right...to hold tight
—their dependability has been
a recognized characteristic of
CLARK FASTENERS for close
to a Century.

6-1-14



Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

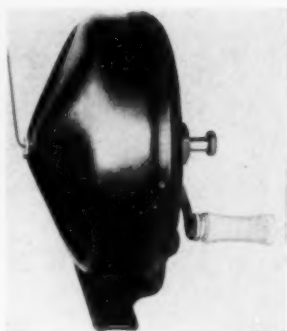
TANDROTINE is a high grade product... as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales... Stock TANDROTINE today!



Johnson Fishing Reel Eliminates Backlash

The Johnson Reel, a new type casting reel made on the fixed spool principle, is announced by Denison-Johnson, Inc., 720 Minneopa Rd., Mankato, Minn.

Since there is no spinning spool to over-run at the end of the cast, there is no backlash and snarled lines, it is claimed. In casting, the weight of the plug or bait peels the line off the stationary spool, but the action stops instantly at the end of the cast, because there are no moving parts to continue in motion. Reeling in the line is accomplished in the conventional manner, except that rotation of the crank actuates a finger that replaces the line on the stationary spool.



In making a cast, a conveniently located control button is held down on the back swing to prevent the line feeding out. At approximately two o'clock position on the forward swing, this control button is released completely and the line feeds out automatically until the end of the cast. No skilled thumbing of a spool is necessary.

The reel will fit any conventional casting, spinning or fly rod, and it features a constant but adjustable drag for trolling or playing hooked fish. The mechanical construction is simple, sturdy, completely rust-proof, and the reel will handle any weight spoon, plug, or bait. Capacity is 60 yds. of 10-lb., or 150 yds. of 4-lb. line. The reel retails for \$10.95.

Fulcrum Gun, Reel Oil Now Available in Tubes

Fulcrum Oil Co., Franklin, Pa., announces that its Fulcrum gun and reel oil is now available in a tube that is convenient to carry in gun cases and tackle boxes, to retail for 40 cents.

The tube has an eye-tip aperture so that the oil can be dispensed drop

Sell the Best ALUMINUM SCREENING *made of Alcoa Alclad Aluminum*

Here's an item that's in greater demand than ever. Strong, non-staining aluminum screening. If you can't get all you want, don't blame your jobber or the weaver who supplies him. They are doing their best for you.

This superior aluminum screening is protected by the same Alclad process that gives extra corrosion resistance to our fighting planes. Now planes come first, so the supply of aluminum for screening is limited.

ALUMINUM COMPANY OF AMERICA, 826G Gulf Building, Pittsburgh 19, Pennsylvania.

THIS TAG IDENTIFIES QUALITY aluminum screening made of Alcoa Aluminum and woven by leading manufacturers. Look for it on the screening you buy. Your customers will

TO HELP YOU HOLD YOUR MARKETS Alcoa advertisements are running in these leading home magazines. Helping to build the ever-increasing demand for aluminum screening that will mean more sales and profits for you in the years ahead.

NON-STAINING, LONG-LASTING ALUMINUM SCREENING IS WOVEN BY THESE LEADING MANUFACTURERS

American Wire Fabrics Corp.
Chase Brass & Copper Co.
Clinton Wire Cloth Company
Cyclone Fence Division
(American Steel & Wire Co.)
Dixie Screen & Wire Products, Inc.
Hanover Wire Cloth Company
Heilig Bros. Company, Inc.
The C. O. Jelliff Mfg. Corp.
Keystone Wire Cloth Company
New York Wire Cloth Company
Pacific Wire Products Co., Inc.
Pennwoven, Inc.
Spargo Wire Company, Inc.
Standard Wire Cloth & Screen Co.
Reynolds Wire Company
Wickwire Brothers, Inc.
Woven Wire Fabrics Division
(John A. Roebling's Sons, Co.)



here's why
VICTOR BLADES
are always



they're submerged in
**MOLTEN LEAD for
HEAT TREATMENT**

It's no wonder Victor Blades sell fast... build repeat business! They're always perfectly uniform... all ways. That's because of Victor's exclusive heat treating process. Bundles of blades, enclosed in special cylinders, are plunged into 2 tons of molten lead. Heat penetration is absolutely uniform — no other method of heat treatment provides as accurate, rigid control of temperature.

**THESE SALES HELPS MEAN
BIGGER VICTOR PROFITS**



Unbreakable Special Flexible Assortment No. 45 — 3 blades on combination stand-up display and bin card.

Molyflex Display Cards Assortment No. 166 — hold 10 shatter-proof high speed steel blades.

Wall Chart — packed with information on blade selection and use. **FREE.**



Metal Cutting Booklet — handy, pocket-sized guide with all the facts on hacksaw handling. **FREE.**

National Advertising — pre-sells your most important prospects through eight leading trade journals.

Complete Line — hand and power blades, frames and bands. All steels, tempers, pitches and sets. Steelrite Metal Marking Crayons for hot, cold, damp or grimy metal.

**JUST
RELEASED!**

"Blades of Gold" — sound slide film for distributors' sales meetings.

VICTOR

SAW WORKS, INC. • MIDDLETOWN, N. Y., U. S. A.

Makers of Hand and Power Work Saw Blades, Frames and Metal Cutting Blade Saw Blades

by drop. Twelve tubes are mounted on an 11 x 14 hang-or-stand display card.

The tubes are attractively lithographed in red and green on a white background, stating why the oil performs economically.

Fulcrum oil is offered on a satisfaction-or-money-back guarantee.

All-Rubber Sanding Block Available to Trade

Minnesota Mining and Manufacturing Co., St. Paul, Minn., recently announced the availability of an all-rubber hand sanding block, trademarked "3M" brand Sanding Block and designed for use with 2 3/4" by 9" sheets of pre-cut home workshop sandpaper. The block can be used for both dry and wet sanding.



Sandpaper is held firmly in place by three spikes set under flexible rubber flaps at each end of the block. The block offers the right combination of flexibility and rigidity to sand a flat surface smoothly without gouging or glazing, it is claimed.

Priced to retail at \$1.29, the rubber block complements the line of 3M brand home workshop sandpapers introduced by the company last summer.

Thomas Introduces New Sawhorse Bracket . . .

President E. E. Thomas, of the Thomas Products Co., Detroit, Mich., has introduced a new assembly bracket that puts five pieces of ordinary two-by-four together as a



Cheney

nail holding hammers

It pays to use the Cheney Nail Pennant with your Cheney hammer display. This bright, attractive pennant brings attention to the exclusive Cheney nail holding feature, sure-fire sales appeal. The pennant is in your Cheney Hammer carton.

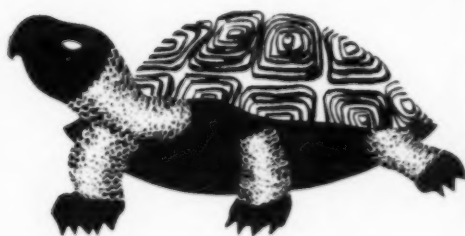


Sales
JOHN H. GRAHAM
& CO., INC.
185 Duane Street
New York 6, N. Y.

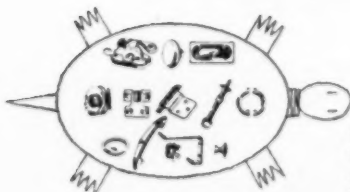
SANFORD BROTHERS
Chattanooga, Tenn.

ESTAB. 1826
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

a
lasting,
protective
cover



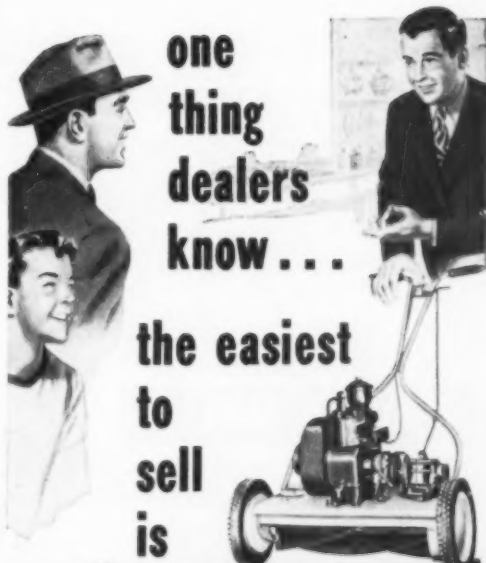
NEW automatic plating
plant gives **AJAX** hardware
a uniform, lifetime finish



Guaranteed to meet
U.S. standards in finish-
ing and plating...
nickel, chrome, brass,
bronze, zinc and
cadmium.



Ajax Hardware Manufacturing Corporation
4351 Valley Boulevard, Los Angeles 32, California



one
thing
dealers
know...

the easiest
to
sell
is



Amazing new clutch control. Mower operates simply by raising or lowering the handle... stops of its own accord when operator lets go of handle. Clutch can also be locked permanently engaged for continuous operation. Throttle control for various speeds is conveniently located near the handle grips. Powered by nationally known, 4-cycle air-cooled gas engine.

FOLD AWAY LAWN SWEEPER

Extra large 6½ bushel heavy canvas basket... unloads quickly and easily without clogging brushes. Picks up leaves, acorns, grass clippings, etc. 24" brush is adjustable, and revolves on ball bearings. Sturdy bumper bar guard to protect sweeper. Comes completely assembled. Folds flat against wall for easy compact storage.

ROTARY POWER MOWER

Extremely maneuverable... well guarded. Air foil shaped blade gives smooth 19" cut to fine lawns. All steel frame with removable blade guard to cut high grass and weeds. Cutting blade of tempered tool steel. Large ball bearing wheels. Powered by nationally known 4-cycle air-cooled 2HP gas engine. For easy storage handle swings to upright position. Also, new HOMKO Trimmer type Rotary Power Mowers.



demand dependable **HOMKO**
...TRULY A QUALITY PRODUCT

NATIONALLY
ADVERTISED

MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
A LEADER IN THE LAWN MOWER FIELD
2725 SECOND AVENUE DES MOINES 13, IOWA

staunch sawhorse in a few seconds. Only a hammer is required.

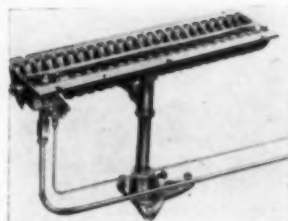
Made of sturdy formed steel, zinc-coated to prevent rusting, double cold riveted, and designed to dissipate stresses evenly, the bracket is recommended for carpenters, brick and block layers, painters, papers, etc., as well as for setting up tables for toy trains, work shops, dark rooms, and similar things.

Materials restrictions have caused some curtailment in promotion plans, Mr. Thomas said, but his firm plans a program of promotion through the trade press in hardware, lumber and construction fields.

New Model Added to Royal Gas Burner Line

The Chattanooga Implement & Manufacturing Co., Chattanooga, Tenn., announces the addition of a luminous flame range conversion gas burner to its Royal line. In 1950 the company entered the range conversion burner market with a Blue Flame burner.

Royal luminous flame burner is supplied in three models, each having a sturdy aluminum alloy burner with removable clean-out plugs in both ends. Burner has fin-type construction and ports precision drilled



on 21-degree angle. The burners are free from flash back and noises.

Each kit contains thermocouple, pilot and tubing, firebox baffle, flue baffle, mounting base, union and valve. Three automatic control combinations are available: Robertshaw Unitrol A-14, Robertshaw TS-7 safety pilot with 2E thermostat, and Robertshaw TS-7 safety pilot with 2EM thermostat (manual by-pass).

The burner is supplied in three models, each with the same type cast iron burner, thermocouple, firebox baffle, pilot and tubing, flue baffle, mounting base, union and valve. They differ in the type automatic control supplied. Controls available are the same as those on luminous flame burner.

The burners come in handy kit form, suitable for factory or field installation and readily adapted for wood or coal range or sleeve type oil burners.

Additional information and folder are available from the manufacturer.

SPECIAL VALUE

FAMOUS

Barracuda
BRAND

SPINNING KIT

TOTAL VALUE \$5.30 RETAIL

SPECIAL PRICE \$4.70
for COMPLETE KIT



Each lure in this selection had to win its place by a consistent record of catching fish with spinning tackle. The transparent plastic display box (pocket size) as illustrated, is ready to go to work for you on your counter.

BABY J FEATHER JIG

1/8 oz. rigged with highly polished spinner and red beads. 1/0 hook... **45c**

BABY DUDE NYLON

Weight 3/32 oz. No. 4 hook. Yellow head with red eyes... **35c**

SUPER MIDGET

Plastic body—never swells or waterlogs. Weight 5/16 oz. Lifelike colors... **\$1.00**

BABY DUDE BUCKTAIL

No. 1/0 hook. Weight 3/16 oz. Fine quality water-resistant bucktail... **40c**

REFLECTO SPOON NO. 1

Weight 1/8 oz. No. 2/0 hook. Design and finish same as No. 0... **55c**

REFLECTO SPOON NO. 0

Weight 1/16 oz. No. 4 hook. Brilliant chrome finish. Perfected light reflection design... **55c**

BABY DUDE FEATHER

Weight 3/32 oz. No. 4 hook. Metal head with red eyes. Protective plastic skirt... **35c**

SUPER DUDE NYLON

Equipped with 2/0 hook. Weight 1/4 oz. Brilliant colored scale body... **64c**

ORDER FROM YOUR JOBBER
TODAY



Stanley Tools Offers New Pull-Push Rules

Stanley Tools, New Britain, Conn., announces new Pull-Push rules No. 556 (6 ft.) and No. 558 (8 ft.), featuring a blade 5/8" wide for greater rigidity. Added rigidity makes rules ideal for plumbers and carpenters, it was announced.

The nickel-plated blade has a special rust-resistant finish built up around graduations and numerals for maximum wear. The blade may be safely and positively replaced outside the case.



Modern, streamlined "D" shaped nickel-plated case with brushed satin finish is handy for inside measuring. Large black numerals and graduations are easy to read. Similarly styled No. 556E Engineers rule is graduated in 10ths and 100ths of feet on lower edge only.



Look at him
...You can tell
he sells
Swing-A-Way

(and his
customers
are equally
happy)



CAN OPENER • SERIES 500
Magnetic Model • Series 600



CABINET MODEL CAN OPENER
SERIES 1200
Magnetic Model • Series 1200M



UTILITY RACK • SERIES 700



KNIFE SHARPENER • SERIES 800



ICE CRUSHER
SERIES 1100
Refreshment
Shaker
Model
Series 1100S



CAN AND
JAR OPENER
SERIES 1500
Magnetic
Model
Series 1000

AVAILABLE IN BRIGHT METALLIC FINISHES AND
BRILLIANT FORMULATED COLORS: CHERRY RED,
LEMON YELLOW • GOLD WHITE

Look in on the reasons
for this happy picture
Booths 564-566 . . .
Atlantic City House-
wares Show, July 9-13

KING OF THE CAN OPENERS
SWING-A-WAY
FOR THE QUEEN OF THE KITCHEN



SWING-A-WAY MFG. CO.
4100 BECK AVENUE
ST. LOUIS 16, MO.

100 CANADA • FCK AGENCIES, LTD., PORT CREDIT, ONT

A Superlative New Product by NATIONAL LOCK



SERIES "410" NATIONAL LOCKset

PATENT APPLIED

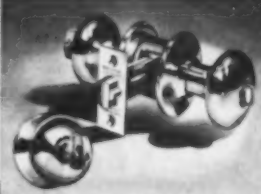
Outstanding addition to the extensive NATIONAL LOCK line of quality hardware is the Series "410" NATIONAL LOCKset. It's different . . . far different from so-called comparable items. Simplicity and dignity of design . . . lasting finishes accented and protected by baked phenolic lacquer . . . and fast installation are a few of many reasons why NATIONAL LOCKset offers more than any other lockset on the market. Compare the important differences, and you will immediately see why NATIONAL LOCKset is the best unit for you to sell. Write for catalog and complete information.

Nos. 411 and 411D
KEY LOCK
(exterior)

412 and 412D
TURNBUTTON LOCK
(porch, patio)

414 PRIVACY LOCK
(bath, bedroom)

416 KNOB LATCH
(interior passage)



NOW MORE THAN EVER count on NATIONAL LOCK
for distinctive hardware . . . "all from 1 source"



NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

Great Neck Offers New Screw Driver Display .

Great Neck Saw Manufacturers, Mineola, New York, is offering dealers a J12 Corsair midget screw driver display that carries one dozen J10 midgets and is designed to save



counter space. The J12 series, similar to the J24 midget merchandiser, was created in a smaller size for tryouts by dealers interested in seeing how the item sells. Designed in colorful orange and black, the package is said to attract customers because of

its self-selling feature.

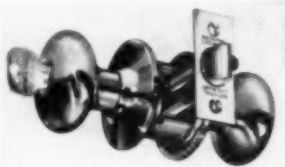
Each driver is enhanced with a corrosion-resistant utility clip for easier selling. Made of tested alloy tool steel, midget blades are tempered and hardened their entire length. Highly polished and cross-ground to size, blades are precision made for small jobs; and rich transparent amber handles are of unbreakable, shockproof Tenite No. 2 plastic, and cannot absorb grease or oils.

National Lock Offers New Lockset Series .

National Lock Co., Rockford, Ill., has announced a new National Lockset Series 410, styled to complement every type of architecture and with the accent on simplicity.

Many finishes, on inner and outer knobs and escutcheons, offer a wide selection of lockset combinations, and are protected by baked lacquer.

Series 410 is made of four basic units, including locksets for exterior entrance doors, porch and patio doors, bathroom doors, etc. Solid brass entrance door handle and dummy trim, consisting of knob and escutcheon, are included.



Other advantages are described as 5-pin tumbler lock construction, selected cold rolled steel mechanism, and positive security. The units are packaged in colorful, easy-to-identify cartons, and each carton contains positioning template, illustrated instructions, and necessary screws.

Dealers Report . . .

INCREASED PROFITS

WITH

Nankee

ALUMINUM PAINTS

Satisfied customers come back for NANKEE! The superior quality aluminum paint with a super-smooth, long-lasting, brilliant finish.

Attractively Priced and Packaged for GOOD DEALER PROFIT!

There's a NANKEE ALUMINUM PAINT for Every Use—

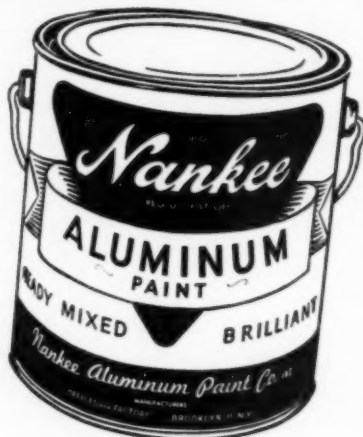
- Farm • Home • Industrial • Architectural
- Automotive • Marine

Ask Your Jobber About the Profit-Making Nankee Line.

Nankee ALUMINUM PAINT CO., INC.

43 South 1st Street

Brooklyn 11, N. Y.



EASIEST TO USE EASIEST TO SELL

HANDSAWS • CROSSCUT SAWS • CIRCULAR SAWS
HACKSAWS • KEYHOLE SAWS
ALL OTHER TYPES

ATKINS Silver Steel SAWS

E. C. ATKINS AND COMPANY
425 S. Illinois St., Indianapolis 9, Indiana



IT'S

New! Original! Profitable!

WICK LAWN EDGER AT LAST A REALLY GOOD LAWN EDGER

A real profit maker, a really good lawn edger at last! The Wick Edger's new and original design makes the cutting knife follow the contour of the ground so that it will not dig or plow. Your customers will like the Wick Edger because it is constructed to facilitate the greatest possible ease of handling. The knife is self-adjusting and self-sharpening, the heavy gauge spring steel cutting wheel and blade are heat treated for long life. A 4 inch rubber tire guides the edger along smoothly and without strain. Approximate unit weight, 3 lbs., handle length, 48 inches.



Write for complete information.

Amplex

ENGINEERING, INCORPORATED
NEWCASTLE, INDIANA

The BIG SELLING BRUSH CLEANER that REPEATS and REPEATS BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market... has further proven itself as a steady repeat sales builder. 10¢ size—24 pgs. in unit, 25¢ economy size—2 doz. in case.

Consumers Crack Filler
(wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



Consumers Patching Plaster
... mixes white in cold water. No checking or shrinking. Quick bond to old plaster without sizing. In 1, 2½ & 5 lb. cartons; 2, 5, 10 & 15 lb. paper bags; 30 lb. bags—100 & 300 lb. bbls.

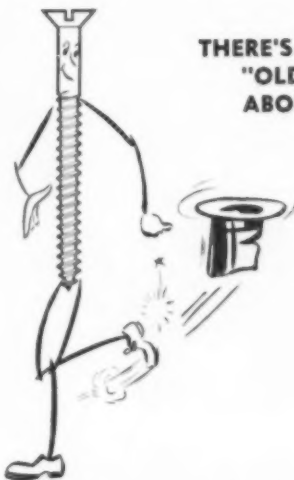


Tiger Grip Linoleum Paste
— favored for use on wood and concrete floors. ½ pt., pt., qt., 1 & 5 gal. containers.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

SOUTHERN HARDWARE for JULY, 1951

THERE'S NOTHING
"OLD HAT"
ABOUT US"



SOUTHERN WOOD SCREWS

keep ahead of the industry

Everything at Southern is completely up to the minute. Southern wood screws are made in a thoroughly modern plant, of the finest materials available, with the very latest types of machinery. But that's not all!

Our production engineers have developed a unique inspection routine that assures perfect uniformity in every box of wood screws that leaves our factory... an exclusive Southern service to you. And our packaging people were the first to pack bulk screws in sealed cans for your protection and convenience. Yes... you can look to Southern for progressive planning and manufacturing. For we believe in keeping ahead of our industry, in order to provide you with the very best wood screws that current conditions make it possible to produce.

Write today for the Southern Catalogue

Slotted or Phillips head
wood screws

FACTORY WAREHOUSES

4100 Dell Ave.
North Bergen, N. J.

325 W. Ohio St.
Chicago 10, Ill.

280 Decatur, S.E.
Atlanta, Georgia

SOUTHERN SCREW COMPANY

116 Rickert Street

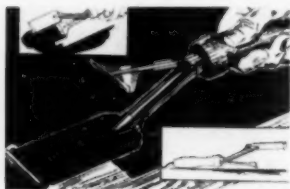
Statesville, North Carolina



Electric Paint Remover Introduced by Luro . . .

Luro Products, Inc., 5501 Denison Ave., Cleveland 2, Ohio, has announced a new model electric paint remover, to retail at \$3.95.

The new unit features a "double action" scraper, consisting of the machined scraper heating element, plus the "cold scraper" which also acts as a rest for the tool when it is not in use. Other features include a heavy heat-proof wooden handle, long



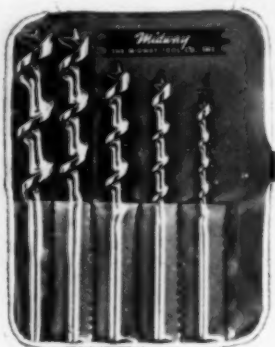
sturdy electric cord and a "steady-rest" that pre-determines exact working distance for efficient removal of paint.

Each paint remover is packed individually in a colorful carton; and envelope stuffers, newspaper mats, and counter cards are available upon request.

Midway Introduces New Mirbrite Auger Bit Sets

The Midway Tool Co., Inc., Melvin, Ohio, has introduced two new 5-piece sets of Mirbrite (mirror bright) auger bits for electric drills.

The Handy Utility set consists of one each of 4/16", 5/16", 6/16", 7/16", and 8/16" bits. The Mechanic's Special includes 4/16", 6/16", 8/16", 10/16", and 12/16" bits.



Sets are packed in attractive leatherette rolls, individually boxed. Each bit compartment is labeled as to size.

New Fluid Lubriplate For Outboard Motors

A special, high film strength, fluid grease-type lubricant meeting all the requirements of a Hypoid 90 gear oil has been developed by Fiske Bros. Refining Co., Newark, N. J., as a part of its Lubriplate line.

Wallrite

DECORATED
BUILDING PAPER

4 NEW
WALLRITE
DESIGNS

Featuring . . .

LIGHTER, BRIGHTER Tint BACKGROUNDS
Making 9 Wallrite designs to give your customers a choice for every room in the house. Stock all these Wallrite designs.

Write for FREE
Advertising Material

FLEMING & SONS, Inc.
DALLAS, TEXAS



Parrish
Bowls



"SUPREME FINISH" MEANS EXACTLY THAT

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

You'll Be Welcome
BOOTH 340

Atlantic City — July 9-13

Atlantic City Auditorium

Be sure to see our line of
"Liquid Proof" and Waxed Bowls.

J. SHEPHERD PARRISH CO.

295 WEST WACKER DRIVE

CHICAGO 6, ILLINOIS

The World's Largest Manufacturer
of Fine Wood Bowls

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS

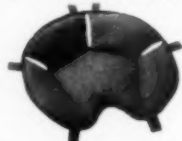


For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS

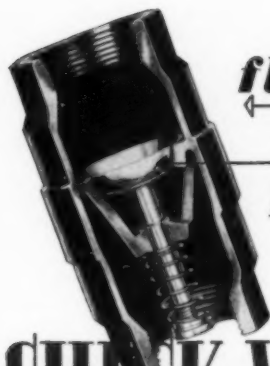


For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

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HORSE COLLAR PADS SINCE 1881



STRATAFLO
**flexible
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POSITION

CHECK VALVES

Patented Flexible Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water or steam. 200 lbs. pressure. Seven sizes. Ask for bulletin 204.

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PRODUCTS, INC.

FORT WAYNE 1, INDIANA

ORDER THESE FAST SELLERS NOW!



Swing and Well Chain

First in the South with the finest. This chain is made of highest quality chain wire and then electroplated of commercially pure zinc. A standard link and better formed.

Flat Wire Tempered Broom Rakes

The tines are of high carbon, tempered cold rolled flat wire with rounded edge, 5/16" x .029. The tines are of one piece, interlocked into the frame of the neck, and cannot work loose. The combination is a rugged one that will give lengthy, satisfactory service—and due to the one-piece construction, will always retain its shape. Packed & headed to re-shipping carton. The handle furnished is No. 1 hardwood, clear lacquer finish, 1 x 42 inches, packed 6 to a bundle. Combined shipping weight, 23 lbs. per dozen.



Galvanized Solid Clothesline

- Pliable—Easy to handle. Smoothly rolled. Easily unrolled.
- Non-Kink—will not splinter. Easy to clean. Will not soil clothes.
- Non-stretch—will not stretch as other materials will.

Package Units

Packed, 12 units (50, 75 or 100 ft.) in re-shipping box. Makes easy inventory—insures full count—simplifies handling and stock control.

"Serving the Jobber for 14 Years"

Wire Products

2715 North 24th St.
P. O. Box 5355

**RUGGED
ROBERT
BRAND**

Company

Birmingham, Ala.
N. Birmingham Station

Old Hi Says



There's a
Big Boom
in July

July is the month for vacations, firecrackers and fishing. Because vacation time means fishing time, it's the time for you to cash in on tackle sales. You can when you handle and push H-I tackle. It's the complete line for every fisherman and every kind of fishing. It's priced for the great mass market. . . . It's built to bring top value and satisfaction to your customers. It will bring you peak volume, fast turnover and top profits.

In July . . . and throughout the tackle buying season—H-I national consumer advertising is pre-selling and sending tackle buyers—H-I buyers—to your store. Be ready for them!



HORROCKS-IBBOTSON CO.
UTICA, N.Y.

Manufacturers of the largest line of fishing tackle in the world

Red Devil's Speed combination



Automatic Driver
Diamond Points

Shoots 100 Zinc Coated Diamond Points into the hardest wood—as fast as a man can pull the trigger. Speeds up glazing of sash, frames and mirrors. Points can be driven at an angle, due to patented nose plate. For hand-driving—Perfect glazing with Red Devil Triangle Points. Zinc Coating prevents corrosion.



7978

A Product of

Red Devil Tools
Irvington II, N. J., U. S. A.

Lubriplate Hypoid 90 is recommended for the newer type outboard motors where the use of a Hypoid 90 gear oil is advised by manufacturers for underwater gear units. Lubriplate is white in color, has a low cold test, and is not affected by fresh or salt water. It has a film strength up to 3 times greater than conventional gear oil, it is claimed, and is packed in collapsible aluminum tubes.

The lubricant also is available in a light density grease type for outboard motors and is packed in smaller tubes for general lubrication of guns, fishing reels, other sports equipment and general household use.

New Booklet Shows How To Cut Painting Costs . . .

A new, illustrated 6-page booklet that tells how the use of the right kind of brush on the right type of surface helps to conserve brushes and cut painting costs has been published by Baker Brush Co., Inc., 83 Grand St., New York 13, N. Y.

Free upon request to the manufacturer, the booklet tells how to get best results while painting, how to care for brushes that are used daily, how to clean brushes used in oil-base paints, water, casein and resin-emulsion paints, and how to prepare brushes for storage.

Little League Baseball Published by H&B . . .

Annually growing in importance, Little League Baseball has many rules of its own, and for the first time these are being published in full by Hillerich and Bradsby Co., Louisville, Ky., makers of Louisville Slugger Bats.



The book contains 72 pages of rules and illustrations and is written so as to be clear for the average youngster. With each rule, the book offers a specific problem to illustrate the rule.

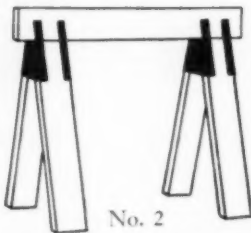
The Little League Rule books are available at 10 cents each from Hillerich and Bradsby.

EASY TO MAKE—EASIER TO SELL!

Larson

"Make Your Own"

SAW HORSE SET



No. 2

Cash in on the already made sales for "Make Your Own" Saw Horse Sets, originated by Chas. O. Larson Co. Home craftsmen will buy several sets.

Attractively packaged and all hardware needed is included for the useful Saw Horse Set, with complete "easy to assemble" instructions.

Each set includes illustrated folder on "How to Use Wood Working Tools" for the amateur.

See your jobber, or write for colorful literature on the Larson "Make Your Own" construction sets.

CHAS. O. LARSON CO.
STERLING • ILLINOIS

Vacation WITH THE CHILDREN AT BEAUTIFUL Ellenor Village DAYTONA BEACH, FLA.

You should enjoy the luxury of this five million dollar vacation paradise . . . hundreds of gorgeous acres and palm trees—on the ocean between Ormond and Daytona Beach.



Golf, tennis, fishing and ocean bathing at your door. Every convenience for children . . . nurseries, playgrounds. Near gay entertainment . . . unsurpassed sightseeing, amusements, recreation. Fully equipped apartment-villa with living-dining room, separate bedroom, tiled bath, electric kitchen—a Shangri-La for your entire family—only \$49.50 weekly. Two and three bedroom villas slightly higher. Florida is superb right now—write for folder, rate sheets and any special information.



ONLY
\$49.50
PER WEEK

THE WORLD'S LARGEST FAMILY RESORT
DAYTONA BEACH,
FLORIDA



*"For today and
for the future..."*

THEODORE E. MUELLER

President, American Radiator
and Standard Sanitary Company

"For today and for the future; for yourself and for your country; the Payroll Savings Plan is a thoroughly American plan. By helping ourselves through savings we maintain and extend individual independence and help our country preserve its freedom. Thousands at American-Standard are carrying forward this sound American tradition of national-help through self-help."

"... national-help through self-help"—that's the Payroll Savings Plan!

Introduced in 1941 and offered to millions of employees by alert managements, the Payroll Savings Plan has given employed men and women an easy, automatic way to build financial independence, save for a home, educate their children and gain many benefits that can be acquired only by thrift. It has built up a tremendous reserve of purchasing power: today, Americans hold more than \$53 billion in U. S. Savings Bonds. It has helped to provide cash to retire maturing Savings Bond issues and pay off \$6 billion in bankheld debt. It is one of our strongest checks on inflationary tendencies.

In these critical days, when "Defense is Everybody's Job" the Payroll Savings Plan is up front with America's defenders. Month after month, in upwards of 21,000 companies, more than 3,000,000 men and women are building a bulwark of thrift dollars. In January, 1951, 3,537,000

\$25 Defense Bonds and 1,023,000 \$50 Defense Bonds were purchased—the majority by serious savers on the Payroll Savings Plan.

Management is doing its part—in a big way. Hundreds of companies, large and small, are reinstating the Payroll Savings Plan or vitalizing the existing plan by a person-to-person canvass that puts a Payroll Savings Application Blank in the hands of every employee. No pressure is exerted—or needed. In Mr. Mueller's American-Standard plants, for example, the person-to-person canvass added 7,300 more employees to the plan that protects.

If your company does not have a Payroll Savings Plan ... or if you have not made a person-to-person canvass recently ... phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C. Your State Director will be glad to help you.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE

SOUTHERN HARDWARE for JULY, 1951



Formula 40 Polishes Lures Without Rubbing

Formula 40, a new metal polish that shines without rubbing, is said to polish lures by either dipping them in the polish or wiping a little polish on the lure and then washing it off. No matter how tarnished or rusted, the polish is said to shine lures without hurting the metal.

Formula 40 contains a new patented chemical which is described as absolutely harmless. It completely dissolves rust and oxidation in 40 seconds and can be used on brass, chrome, copper, stainless steel and other metals. It is said to be ideal

for polishing copper bottomed cooking utensils, brass doorknobs, fixtures and chrome.

Formula 40 is a product of John C. Charles Co., 1436 N. Kenmore, Los Angeles, Cal., and a sample bottle and information may be obtained from the manufacturer.

★

Amerline Introduces New Tank Float . . .

A new water closet tank float is being manufactured by the Amerline Co., 1753 N. Honore St., Chicago 22,

Ill., which is said to be guaranteed to be leak-proof. Made of translucent white plastic, the "Lifetime" tank float will not corrode and is unaffected by foreign water content such as iron, lime and sulphur and may be sold and installed in any part of the country without consideration of water condition, it was announced.

The float is large in size and lightweight for greater buoyancy, which gives better valve performance, it is claimed. The float fits all standard water closets and has a clean, sanitary appearance.

Complete information and a sample of the new float is available from the manufacturer.



Wright Fur Farm Netting is always reliable . . . a prime necessity in fur farming. Carefully and evenly woven from quality wires heavily and brightly galvanized by the Wright process. Made in sizes to meet various requirements.

Southern Representatives:
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Box 176
Avondale Estates, Ga.

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WRIGHT

G.F. WRIGHT STEEL & WIRE CO.

WORCESTER • MASS.

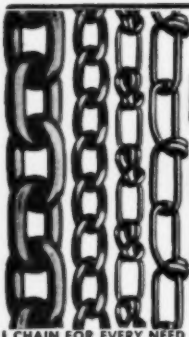


1/3 LIGHTER than ALUMINUM

UNBREAKABLE FRAME OF EXTRUDED MAGNESIUM

- Profitable, Fast Selling.
- Adjustable, Replace-Nationally Advertised.
- Available in 10 sizes, from 12 to 72 inches.
- Beautifully Designed, Accurate, Dependable.

J. H. SCHARF MFG. CO., OMAHA, NEBR.



IT'S GOOD BUSINESS TO SELL

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.
Cleveland 5, Ohio

CHAIN FOR EVERY NEED



ENGINEERED QUALITY TOOLS SINCE 1919 — at popular prices
Nationally Advertised Products

- ★ coping saw frames ★ compass saws and nests
- ★ hack saws ★ panel saws ★ pruning saws
- ★ block planes ★ hand saws
- ★ mitre saws

GREAT NECK SAW MFRS., INC.
MINEOLA, NEW YORK



wood chisels ★ fore planer ★ keyhole saws ★
screw drivers ★ jack planes ★ hack saw frames ★
coping saws ★ smooth planes ★ circular saws ★
scratch awls ★ putty knives ★ wall scrapers ★

... for the stars in our line see your jobber



MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Southern **FARM EQUIPMENT**

JULY, 1951

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



Announcing...



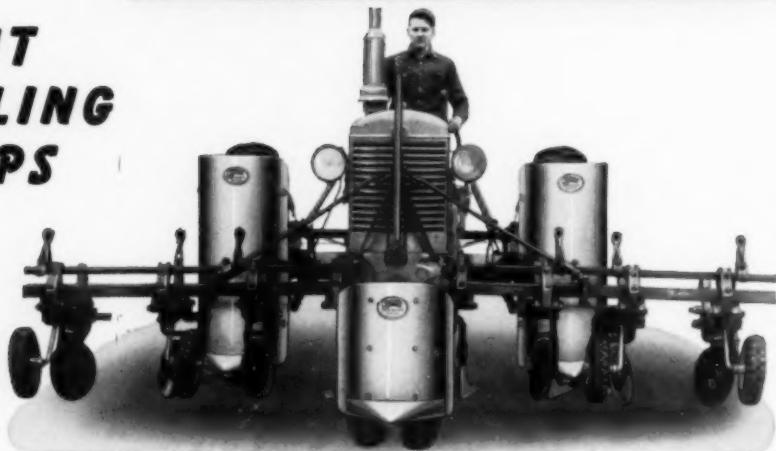
MODEL

CS-50

CROP SAVER SHIELDS

PATENTS PENDING

PREVENT TRAMPLING OF CROPS



Needed by Every Farmer while Cultivating, Spraying, Dusting, Defoliating, Weed Burning!

More and more tractors are operating in fields while crops are growing. Tractors cultivate, spray, dust, defoliate, flame, and burn weeds in row crop fields. And they trample thousands of dollars worth of crops under their wheels!

The need for KOYKER Crop Saver Shields is tremendous! And the demand grows every day.

KOYKER Crop Saver Shields prevent trampling. Their "Floating Action*" allows them to glide thru tangled and over-lapping plants — while gently separating them. Tractor wheels pass safely between rows without damage to plants.

Every tractor operating in partially matured crops needs KOYKER Crop Saver Shields. The need is at least as great as the need for sprayers. News of the shields is being advertised to all of your customers.

You can help supply the demand that is growing. Ask your farm implement Distributor for full information on KOYKER Crop Saver Shields, or write direct.

KOOIKER MFG. CO.

HULL, IOWA



Fits All Standard Row Crop Tractors with Attached Implements

Crop Saver Shields have tailor made mountings for different tractors. Mountings for all popular tractors available. Once attached, no further attention required.

You can leave KOYKER Crop Saver Shields on tractor permanently — no interference with implements. Or can be removed, replaced in short time. They are raised and lowered with tractor lift. Work simultaneously with cultivators and other implements.

*"FLOATING ACTION". KOYKER Crop Saver Shields float on springs. Allows for irregularity of ground. Follows contour of path. This principle is the outstanding reason for the wonderful results with KOYKER Corn Shields [CS-48]. These shields, with Floating Action, allow tractors to operate in corn fields blown almost flat by storms and high winds. Floating Action gently lifts and separates heavy tangled stalks. Permits tractor wheels to pass without trampling. Has saved thousands of dollars worth of corn from being trampled.

David Cochrane, left, and W. M. Cochrane, brother partners in Cochrane Tractor & Implement Co., have proved that the lack of an outside selling force need not always be a serious disadvantage. A catalogued record of every potential customer has helped the brothers develop a substantial volume in parts, service, and equipment, as well as to operate with a minimum number of employees

By Bolling Branham



INSIDE SELLING

DON'T NEGLECT that inside selling.

That simple bit of sales philosophy has helped the Cochrane Tractor and Implement Co., Tuscaloosa, Ala., to double the number of tractors of its line in use in the territory in the last three years.

This company's approach to sales involves no high pressure methods which might have the effect of scaring customers away—rather it's a plan carefully thought out and scrupulously followed by

pays off too!

W. M. and David Cochrane, the two brothers who became partners in the business in 1948.

This company formerly employed two outside salesmen, but did not replace them when they went on to other jobs, primarily because of the shortage of tractors in the company's line during the

past year. While an aggressive, well-trained outside sales force can do much in building volume, still, such an organization may not always be possible for smaller operations.

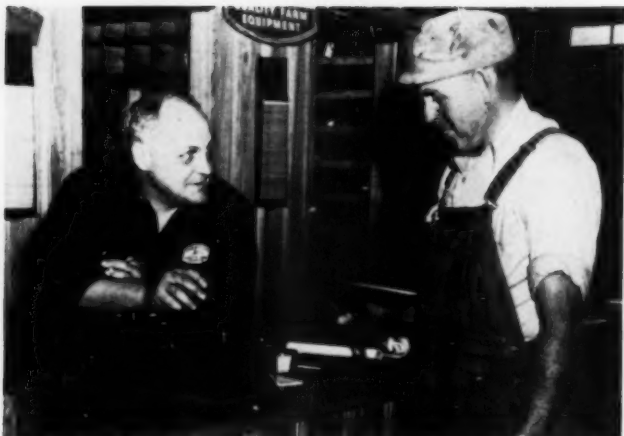
This company has proved that the lack of an outside selling force need not always be a serious disadvantage. As a result of systematized inside selling, these dealers have been able to maintain a substantial volume of business.

This company is relatively small in regard to the personnel employed. In addition to the two brothers, the company has one parts man and four mechanics. But the Cochranes feel that their sales plan should work with equal success in those businesses with more employees.

Basically, the plan involves the cataloging of every important fact about every customer—and having



After a brief check of his records, David Cochrane, left, is able to discuss a customer's needs and offer suggestions



Inside selling should be casual and informal—and geared to the knowledge of the real needs of the customer, says David Cochrane

that information readily available when that customer comes in the door. This information leads to the sale of parts, service, and to put it in the words of W. M. Cochrane: "A lot of whole goods." This means everything from a grease gun to a new combine.

According to the Cochranes, a dealer can never know too much about his customers. Therefore, when they bought the dealership three years ago, the two brothers, through constant outside calls and contacts, began to gather the following information about customers: location of farm; size of farm; type of crops; acreage in each crop; type of equipment owned (including model numbers); type of equipment the farmer should have for best results with the crop; and condition of equipment.

Gathering these facts has required much effort by W. M. Cochrane, who has done most of the outside work while his brother handles office administration. It has involved his making an average of 40 to 50 calls a month—often doing no direct selling, but merely plodding around farms and fields with farmers, asking such questions as "What do you use for harrowing?" or "How long did it take you to plant this field?"

The answers to these questions go down in the notebook that Cochrane always carries with him—a notebook that proves invaluable in refreshing his memory about the various needs of those particular customers the next time they come for parts or to discuss new equipment.



Power mowers, on display and demonstrated in the shop, account for 15 percent of volume

The Cochranes keep these notebooks on hand and so far they have proved invaluable in that facts are at hand when needed. But they point out that in the larger dealerships a catalog of these facts should be readily accessible to all employees, who come in contact with the public. Many dealers have made farm-to-farm surveys of their territories, only to let much important information lie unused in their files.

That is a situation which these dealers have tried to avoid. They arrange their schedules so that one or the other ways is present inside to wait on customers.

They feel that there is little to be gained in making outside calls on remote prospects while almost

sure sales are lost on the sales floor because no one is present to serve the farmer.

"Inside selling should be a casual, informal type of selling," said W. M. Cochrane. "You must avoid giving the customer the feeling that every time he enters your store he is going to be subjected to high pressure sales methods. Inside selling, geared to the knowledge of the real needs of the customer, always is more effective than the methods of so-called one-time salesmen."

To the Cochranes, selling becomes easier when both the dealer and the farmer know that the customer's tractor will need overhauling before the next season. They believe that when a farmer realizes that the dealer has up-to-date information on his requirements he is more likely to give the dealer his business.

Having these facts at hand has been a big factor in helping this business to smooth out seasonal fluctuations in service, too. According to W. M. Cochrane, they have been getting most of their tractor overhauls during the winter lull, when service work often drops to its lowest point of the year.

"By knowing the man and his equipment," says Cochrane, "we are able to tell when his tractor is likely to need service or an overhaul. We don't travel about the country with portable equipment, but usually we are able to ascertain the condition of tractors by asking about performance, oil usage, and other factors. Then too, by estimating the number of hours of use, we can tell when an overhaul is due.

"But by having this information, we are able to persuade farmers to get their service work done during the winter, before the busy crop season is on them. This saves many outside calls, too."

Not only does it help in service, but it has enabled this dealership to build a profitable sideline business—more than 15 percent of their total volume last year was in gasoline powered lawnmowers, garden tractors, home appliances, and such accessories.

Usually such a volume cannot be built without extensive outside selling, but by keeping a good stock of this type of sideline equipment on hand and on display, and by never hesitating to demonstrate it to the customer in the building, there has been a steady volume of sales.

A report to you about men and machines that help maintain International Harvester leadership

IH Dealers Give Fast Service

**IH Trained Servicemen Use Precision Equipment to do
Blue Ribbon Quality Work . . . to keep shop labor time down**



The right tools in the right hands reduce guesswork and reworking. IH trained servicemen use delicate instruments to quickly diagnose trouble . . . precision tools to correct it. Micrometers and feeler gauges magnify the sensitivity of skilled hands . . . grade the precision of their work in thousandths of an inch. IH approved tools and equipment, in experienced hands, duplicate factory workmanship . . . make overhauled tractors and farm implements act like new again.



Taking the pulse of a tractor engine with an electronic tachometer quickly reveals whether it is delivering the rated rpm. If the reading isn't up to par, IH trained servicemen immediately check the governor adjustment . . . look for a weak spring or worn linkage. This speed counter is typical of the modern testing equipment IH servicemen use. Because it lets servicemen spend less time detecting and more time doctoring, farmers get better service at lower cost.



Making a crooked rod go straight is mighty important. Slight bends or twists in a connecting rod, that escape the naked eye, cause excessive piston wear. IH servicemen use an aligner to check the trueness of connecting rods . . . straighten them within factory limits. Tools like these help explain why IH 5-Star Service, offered by International Harvester dealers, restores like-new performance to worn farm equipment.



It takes all
five to insure
the complete
"care that counts in the field"

★ IH TRAINED SERVICEMEN	★ IH BLUE RIBBON CERTIFIED QUALITY
★ IH APPROVED TOOLS AND EQUIPMENT	★ IH PRECISION ENGINEERED PARTS
★ IH PRE-SEASON INSPECTION FOR SCHEDULED SERVICE	

Point out to farmers how this IH 5-Star combination of mechanical skills, specialized tools, Blue Ribbon Quality standards, precision parts, and thorough pre-season inspections adds up to fast, dependable service. Let them know you're equipped to keep their farm equipment in top condition. American farmers are counting on the 30,000 members of the IH service organization to help them grow more food in '51. You're a key man on this team!



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois



Bernice Parsley, left, prepares a sales contract for the customer's signature. Before the sale was closed this customer was carefully made aware of the company's "follow up" service policy.

By Ross Holman

They are organized for efficient

SERVICE AFTER THE SALE

NO DEALER is going to out-sell his competitors merely by stressing the particular advantages of his line of equipment. It is the follow-up service that wins repeat business. At least that is the sales plan followed by the Parsley Brothers company, farm equipment dealers in Murfreesboro, Tenn.

"All the nationally advertised brands are good," said Bernice

Parsley, "though, of course, I emphasize any important feature of my line that competing lines don't have. But that doesn't keep my competitors from doing the same thing. The maintenance of a substantial volume of business depends on how well we help the customer keep his machinery in operation after we deliver it to the farm."

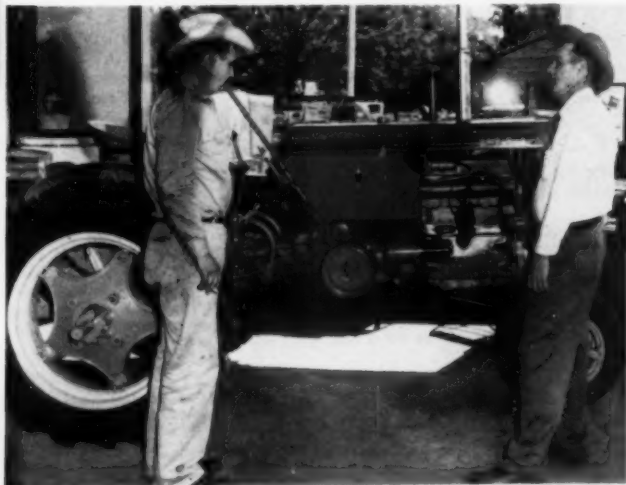
In keeping with this policy,

Parsley acts on every emergency call as soon as he hangs up the receiver. A machine break-down that is holding up an important farm job has a priority over all routine work, and the owners of this company—Bernice and his two brothers, J. B. and J. R.—will take the last mechanic out of the shop, if necessary, to meet the crisis.

It is one thing to sell a customer a tractor, combine or hay baler, Bernice said, but quite another to sell him on the assurance that you are going to be there when needed with the essential new parts and the necessary shop equipment to cut costly delays to the lowest possible minimum.

One thing that always backfires on a dealer is the failure to follow up the sale of a new machine to see that the buyer fully understands its operation.

"The importance of this was impressed on me not long ago," Parsley explained. "A farmer



Before his new tractor is delivered to his farm, this farmer, left, is given all the important details concerning the tractor's mechanical operation. Later, company representatives will visit his farm to assure the farmer's getting maximum results from the new equipment.

In promoting new equipment, this company places equal emphasis on systematic service after the sale. Customers are assured that repair parts and dependable service will be available when needed

came to our store to buy a baler. I was ready to close the sale, when he stated that he had an almost new baler of another manufacture that he wanted to trade in on the new unit.

"He had bought the baler from a competing dealer whose mechanic, upon delivering the unit, had failed to instruct the farmer properly in its use. Consequently, the farmer had been unable to operate the machine efficiently and had decided the machine was generally unsatisfactory. In our store he emphasized the undependability of the other dealer, a criticism heard by a number of other farmers who were present.

"Upon questioning him, I learned that the farmer had never made a complaint to this dealer, but had merely nursed his resentment."

In relating this incident, Parsley went on to say that he did what perhaps too few dealers would do under similar circumstances. He told the irate farmer that he

would be pleased to sell him a new machine, but advised that the machine the farmer already had would be equally as satisfactory if he would give the other dealer another chance to instruct him in its use.

Parsley learned later that the farmer was using his baler, was again on good terms with the dealer and was appreciative of the fact that the Parsley company had sacrificed a sale to keep him from making an unnecessary purchase.

Parsley cited this as an outstanding example of the damage a dissatisfied customer can do a dealer who is careless about following up his sale.

Knowing how quickly a farmer can become dissatisfied with an implement because of some mechanical operation he doesn't understand, every sale is followed up carefully by this company to assure the farmer's complete familiarity with the machine's operation. There are many buyers, Parsley explained, who don't ex-

press their dissatisfaction to the dealer himself, but, instead, are emphatic in advising friends where not to trade. Parsley not only briefs the farmer thoroughly on the importance of calling the firm when help is needed, but his salesmen make unannounced calls on the customer to iron out any complaints that may have arisen.

Despite a farmer's knowledge of his machine, occasionally he will have a break-down requiring a replacement of parts or special repair work that only can be handled in the repair shop. From the farmer's standpoint there is nothing more aggravating than to delay farm operations while waiting for a part to come from a dealer's factory or branch house.

In order to forestall any disruptions that might impair the goodwill of the customer, Parsley Brothers is urging all present owners of their line of implements to have their machines carefully inspected and reconditioned during off-seasons.

(Continued on page 91)



Left, a company mechanic is on hand when the farmer first puts his new tractor to work. Any difficulties in operation will be quickly worked out to the farmer's satisfaction. Above, Parsley sends a mechanic out to handle a repair job in the field. Enroute he will deliver this disc harrow to another customer. Parsley insists on skilled mechanics who are able to answer technical questions concerning performance and operation of the equipment he sells

Southern Dealers Report

No Severe Shortages Yet

WITH FARM EQUIPMENT manufacturers experiencing great difficulty in obtaining basic materials, shortages of farm machinery and equipment will become more pronounced in the months ahead unless the supply picture improves. In fact, some manufacturers already have announced reductions in production schedules because of inability to obtain the necessary steel and other metals.

As of late June, however, no serious shortages of either new equipment or repair parts were being experienced on the retail level. This situation was indicated by southern farm equipment dealers in their replies to a survey recently completed by SOUTHERN HARDWARE among a representative group of retailers.

While the survey revealed no general trend in shortages of any one type of equipment, a number of dealers did list specific items of equipment which they were having difficulty in obtaining. However, these instances were scattered and indicated no severe shortage of a given piece of equipment in any one section of the South. No one piece of equipment was listed as being in short supply by a large number of dealers.

Equipment designated as being in somewhat short supply by one or more dealers included 4-row cultivators, side rakes, combines, mowers and plows. Large tractors and balers were mentioned most frequently as being difficult to obtain, but here again, those dealers experiencing shortages of these items comprised only a small group.

Dealers also were questioned concerning the supply of repair parts. For the present at least, supplies of repair parts seem satisfactory and are of no great concern to many dealers. While some indicated difficulty in obtaining repair parts for old machines and a few others termed supplies of repair parts as "fair," the majority

A Reader Survey

of dealers participating in the survey are experiencing no difficulty in this phase of their operation.

Asked in question No. 2 if they had "any plans for bringing in more repair business to 'take up the slack' if shortages of new equipment affected volume," slightly less than half of the dealers replying to the question indicated that they had some plan in operation designed to increase repair shop volume. However, since

and reconditioning jobs.

In regards to the available labor supply, a large majority of dealers at this time are experiencing no shortages of help. In answer to the question on this point, however, the reply of a South Carolina dealer located in a defense production area might give dealers in similar locations a hint of possible things to come. He replied: "Help is scarce. I cannot compete with government ordnance plants."

In another instance, a shortage of mechanics was posing a problem for a Louisiana dealer. However, such replies were the exception,

Though in scattered instances a few dealers are having difficulties in obtaining some pieces of equipment, a general shortage of farm machinery and repair parts has not yet shown up on the retail level

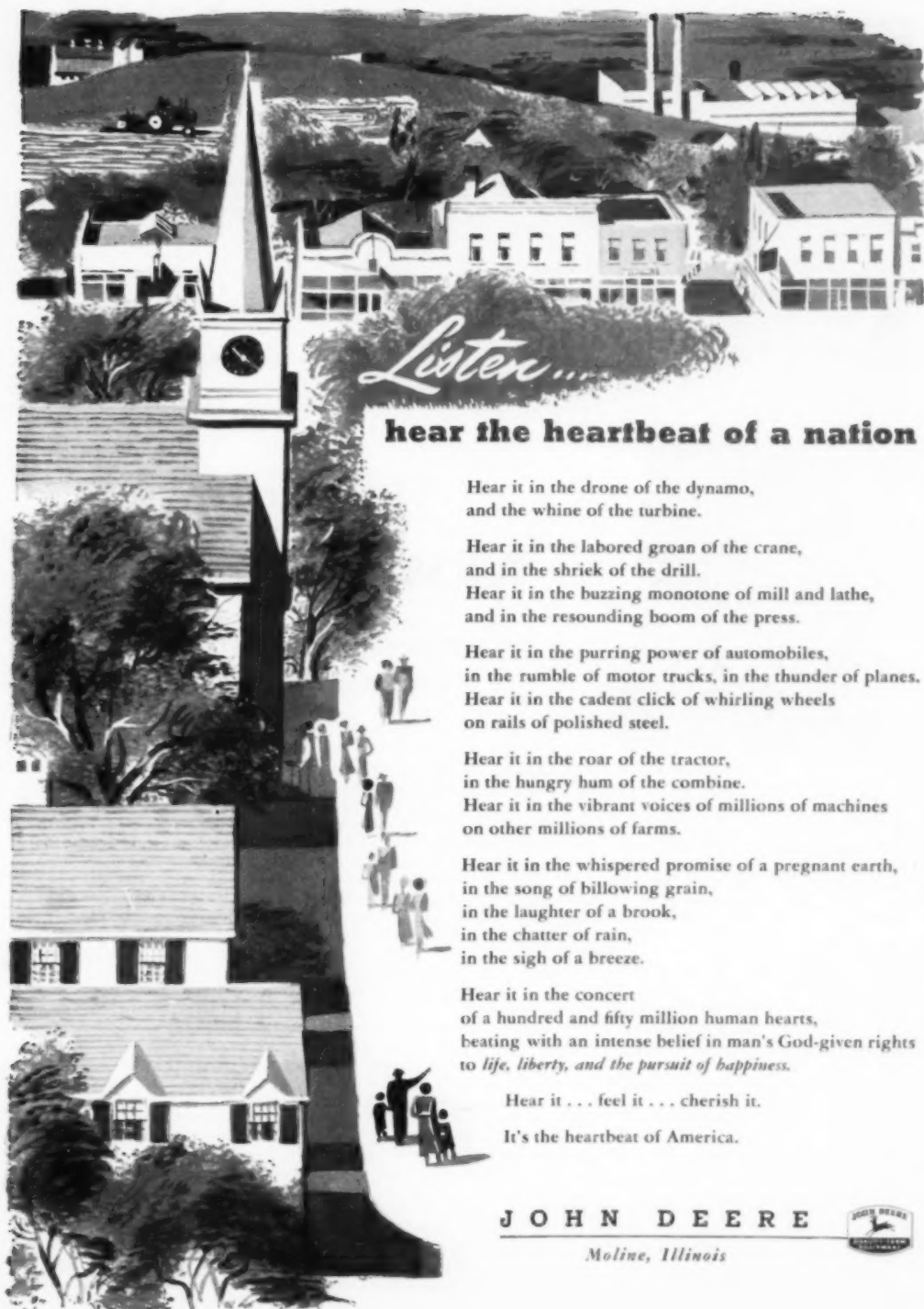
dealers generally indicated that shortages have by no means reached serious proportions it would appear that these promotional programs have not been put into operation as a direct result of decreasing volume on new equipment sales, but more probably have been standard operating procedure for some time.

And since more than half the dealers answering this question indicated that they have no special promotional plans for building shop volume it would appear that dealers at this time are not plagued by any drastic decrease in total volume caused by a lack of new equipment to sell.

Promotional plans in use for building shop volume include farm-to-farm solicitation, direct mail and other types of advertising, and some special offers such as free pick-up and delivery and, seasonally, special prices on overhauls

and for the present the labor situation for farm equipment dealers appears stable. Consequently, few of the dealers answering the survey had in operation any well-defined programs for training new help. But as defense production plants swing into operation in various southern areas, competition for labor may increase sharply, and farm equipment dealers may be forced to put greater emphasis on training programs.

In line with this, the final question of the survey, which asked if dealers had any type of incentive plan in operation, revealed a favorable situation. Approximately half of the dealers answering this question indicated that they do have in operation some type of incentive plan for holding employees. These ranged from various types of bonus plans to special arrangements in which employees receive certain percentages of sales.



Listen...

hear the heartbeat of a nation

Hear it in the drone of the dynamo,
and the whine of the turbine.

Hear it in the labored groan of the crane,
and in the shriek of the drill.

Hear it in the buzzing monotone of mill and lathe,
and in the resounding boom of the press.

Hear it in the purring power of automobiles,
in the rumble of motor trucks, in the thunder of planes.
Hear it in the cadent click of whirling wheels
on rails of polished steel.

Hear it in the roar of the tractor,
in the hungry hum of the combine.
Hear it in the vibrant voices of millions of machines
on other millions of farms.

Hear it in the whispered promise of a pregnant earth,
in the song of billowing grain,
in the laughter of a brook,
in the chatter of rain,
in the sigh of a breeze.

Hear it in the concert
of a hundred and fifty million human hearts,
beating with an intense belief in man's God-given rights
to *life, liberty, and the pursuit of happiness.*

Hear it . . . feel it . . . cherish it.

It's the heartbeat of America.

JOHN DEERE

Moline, Illinois





A simple demonstration is one of the most important gestures a dealer can make in developing new trade, according to Carlton L. Howard, who dons work-clothes and joins the farmer in the field to offer him help—and to develop new business for his farm equipment dealership.

By B. Miller



Winning NEW BUSINESS

*... there's no substitute for
beating the bushes*

LOOKING FOR new business? Then it might be worth while to have a try at the system used by Carlton L. Howard, manager of the farm equipment service department of the Rockville Motor Co., Rockville, Md. Howard believes in getting out into the field where farmers are at work. In this manner he can offer dependable field service and at the same time carry on his farm-to-farm survey, a chief means of winning new customers.

Howard believes that a simple demonstration such as showing a farmer—in the field—how to operate his equipment for greatest efficiency is one of the most important gestures a dealer can make in developing new trade.

From March to November, Howard tours the countryside in his fully-equipped truck. He keeps his eye peeled for farmers operating any piece of equipment in the field. When he spots a farmer,

who, because of his peculiar use of a piece of equipment, is not getting maximum results, Howard goes into action. The fact that the machinery might not be of the type sold by Howard is of no consequence to him. His one idea is to show the farmer how to use the machine to greatest advantage.

"In most cases," he says, "there is nothing wrong with the machine. I induce the farmer to let me operate the machine and while doing so pass out to him brief instructions aimed at achieving better results. To prove the value of my ideas, I will possibly plow a bit of the field for him, for the results here are usually enough to win the farmer's confidence.

"This 'field service' is an effective means of introducing our company and making the farmer aware of the services which we are prepared to give him."

Often after such a demonstration Howard suggests that better results could be obtained under the same conditions with a later model machine. And while there

may be no immediate sale, Howard feels that this show of interest in the farmer will do much to pave the way for a future sale.

After each meeting in the field with individual farmers, Howard leaves his name and telephone number. Howard has been able to judge the worth of these field trips by the number of these farmers who later call in for service.

When service calls are received, Howard inquires closely into the behavior of the machine to determine whether an emergency truck has to be sent out. If the unit can be repaired in the field one of the firm's five mechanics is sent to handle the job.

But in order to avoid field breakdowns, Howard makes special efforts to have farmers bring in machinery for overhauling during the off-seasons. In traveling the territory, one of Howard's chief objectives is that of selling farmers on the importance of having equipment repaired when the machine is not needed

(Continued on page 84)

New Price Control Order Places

Ceilings on Service Work

CEILING PRICE REGULATION 34, which establishes price ceilings for a wide range of services, directly affects farm equipment retailers. Items covered by this regulation which are of special importance to dealers are: repair and rental of farm equipment and household appliances.

In issuing this regulation, the Office of Price Stabilization has recognized that the General Ceiling Price Regulation, issued in January, would not adequately meet the specific needs of numerous suppliers of services. CPR 34, issued as a separate ceiling price regulation for the service trades, became effective May 11, 1951, and where applicable takes the place of the General Ceiling Price Regulation.

Wide Coverage

CPR 34 covers a wide range of services and in the case of farm equipment dealers directly affects prices charged for the repair and maintenance of farm machinery and equipment and for sideline merchandise such as various home appliances. Dealers engaged in the rental of these items also are covered by the regulation.

In most cases a dealer's ceiling prices are the highest charged during the base period from December 19, 1950, to January 25, 1951. If the dealer has, different classes of customers, the highest price charged each class is his ceiling price.

In determining the effects of this regulation, there are some important points to remember:

- (1) Keep all records showing your base period prices.
- (2) File a list of these prices with your district OPS office (This was required by June 15, 1951).
- (3) Post your ceiling prices. (This was to have been done by June 15, 1951).

In addition to the repair and maintenance of farm machinery, services controlled by CPR 34 include rental, storage, towing, tire and tube repairs, and similar services offered by dealers to operators of farm equipment

- (4) Give your customers sales slips if you did so during the base period.

The regulation sets forth certain definite rules, and the proper one should be used for each price situation. In general, you will be able to determine your ceiling prices by using one or more of the following:

Rule No. 1. You charge no more than you charged for a service you supplied to a purchaser of the same class during the base period, December 19, 1950, to January 25, 1951.

Situation No. 1. If you charged a flat dollar and cents price during the base period, that is the most you may charge now for this service. For example, if you charged \$5.00 for a motor "tune up" during the period December 19 to January 25, you would use Rule 1 and your price would be \$5.00, the same as your base period.

Situation No. 2. In the base period you regularly figured your prices by using a rate of pricing method (such as time records or a base period labor manual used in connection with an hourly customer rate) and you applied this rate or pricing method to determine your price. You must now follow the same method you used in the base period and you may not charge more for labor, materials, overhead, or profits than you charged during the base period even though your costs have in-

creased over previous levels.

Rule No. 2. If you did not actually deliver a service to a certain customer, your ceiling price is the highest price you offered (in writing) to supply this service to the same class of customer in the base period.

Rule No. 3. If you did not supply a service or offer it for sale your ceiling price is the highest price of your closest competitor for the same service to a purchaser of the same class. You may use Rule No. 3 only if you neither offered nor supplied the service during the base period. If you do use this rule, you must file a statement with your District OPS Office showing how your price was computed. This must be done within 10 days after you determine it.

Rule No. 4. You must file an application with the Director of Price Stabilization, Washington 25, D. C., for approval of a ceiling price in line with other prices established by the regulation if you cannot price your service under Rules 1, 2, or 3. This application must contain: (1) description of the service; (2) direct material and labor costs; (3) proposed ceiling prices; (4) an explanation of why you cannot price under the preceding rules; (5) if you supplied any other service during the base period, submit a description of the most comparable service showing your present direct labor and material costs and your present ceiling price.

Special Exceptions. In most cases

you will be able to price your services according to the above four rules. There are other situations in which these rules will not apply, and the regulation provides pricing rules for meeting such exceptional situations. Seasonal services offer an example. For complete information on all the pricing rules you must use, write your District OPS Office and ask for a copy of CPR 34.

If you give discounts, allowances, or special low prices to any class of customers during December 19, 1950, to January 25, 1951, you must continue to give at least the same discounts, allowances, or special low prices to the same kinds and classes of customers. For example, if you sold a service during the base period at a 10% discount because of the large volume of work provided by that class of customer, you must continue to give a 10% discount to such customers even though your rate for the same service to others may be higher.

If you formerly gave duplicates of the work order or any other kind of sales slip as a receipt for money received, you must continue such practices.

Upon request, you must now give any customer a sales receipt showing your name, address, the date, the service supplied, and the price charged.

Records you must keep

Keep all records which have any bearing on prices you charged in the base period, such as duplicates of customers' sales slips, invoices, work orders, posters, display cards, advertisements, letters, post cards, etc., in which service prices were quoted. Records of all current and future sales should be kept also.

If you are a retail service seller, you should have posted your ceiling prices by June 15 where they can be easily seen by your customers. (You are a retail service seller if you supply services direct to the consuming public.) However, if you offer new services, you have until 30 days after you have determined your prices before you must post them.

Required statements

You are required to prepare and sign a statement showing the highest prices you charged for all services and repairs supplied during the base period, December 19, 1950, to January 25, 1951, for which

Manufacturers Get Priority Aid for Production Materials

TO ASSURE CONTINUED production of essential farm equipment during July, August and September, the NPA has issued Order M-55A which:

(1) permits production of farm equipment during the third quarter at a rate similar to production in the same period of 1941.

(2) Authorizes farm equipment manufacturers to use a defense-order (DO) rating to obtain steel, copper, aluminum, zinc and component parts needed by the industry during the third quarter of the year.

Under NPA Order M-55 manufacturers of farm equipment were provided priority assistance for June 1951 production only.

The new order gives farm equipment manufacturers these alternatives to determine permitted pro-

duction during the third quarter of 1951: 25 percent of total production during July 1949-June 1950, or the amount actually produced during the third quarter of 1949—which ever is greater.

Pending the allotment of materials under the Controlled Materials Plan, manufacturers may apply a DO-87 rating to obtain 92 percent of third quarter 1951 requirements of each production material and component part.

Manufacturers may extend DO-87 ratings only to regular suppliers with which they have dealt during the previous two years. If the regular supplier rejects the rating because of an NPA order, or no longer handles the needed materials, however, the manufacturer may place his order with a new supplier.

prices were regularly quoted during that period.

This statement must be kept in your place of business for examination (by any person during ordinary business hours except for the part describing nonretail services which you sell.)

The regulation requires you to file a copy with your District Office. You should have done this by June 15, 1951.

You must keep this information up-to-date by adding to the statement you keep in your place of business, within 10 days of the first sale, prices of any new types of service or repairs determined according to this regulation. A statement of these new prices must be filed with your District Office within 10 days of the first sales or OPS authorization of any such new service.

Preparing your statement

Your ceiling price statement may be prepared on your own stationery or on plain paper. Your statement should contain the following:

1. A complete description and identification of the service you supplied during the base period of December 19, 1950, to January 25, 1951, for which you regularly quoted prices in that period, set-

ting forth separate classes of purchasers.

2. The highest prices you charged for these services during the base period.

3. The rate or pricing method you regularly used during December 19, 1950, to January 25, 1951, if you did not have a flat dollar and cents price. If you used a manual, and manufacturer's list price or parts catalogue, it should be clearly identified by name, edition, and date, and you should show the instances in which you did not follow it during the base period.

4. All customary allowances, discounts, and other price differentials, which you customarily allowed or offered during December 19, 1950, to January 25, 1951.

5. The name and address of your firm and the signature of the owner or other duly authorized responsible person.

Penalties

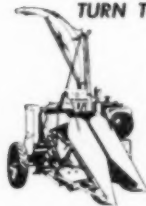
As a seller of a retail or wholesale service, you are required by law to comply with Ceiling Price Regulation 34. Anyone violating any provision of the regulation is subject to criminal penalties, civil enforcement actions, and suits for treble damages.



New Holland's "77," the fastest selling baler on the market.

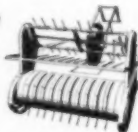
Grassland Farming pays—two ways

WHY TODAY'S GRASSLAND FARMERS TURN TO NEW HOLLAND



Forage Harvester with Row Crop attachment has extra-wide gathering points. Cuts corn, sorghum or cane and lifts it onto feeder apron butt first. Chops and blows up to 20 tons an hour.

New Windrow attachment for grass silage. Longer spring fingers rake deep into stubble and pick up cleaner. Handles up to 18 tons an hour.



Certified Twine for trouble-free baling. New Holland Twine has won the U.S. Testing Co.'s Seal of Approval for meeting its rigid standards of uniformity and strength.

Model "80" wire-tie baler, up to twice the capacity of other wire-tie balers. Bales up to 10 tons an hour. Ties knot in exclusive "inline twist" that lies flat—and holds.



The growing swing to grassland farming shows that more and more profit-minded farmers are finding that grassland farming pays—in higher yields, in conservation of land:

- A 14-year test on an Ohio farm showed that corn rotated with alfalfa, yielded *3 times as much* corn as when corn was grown continually.
- A New Jersey study of adjacent fields in row crops showed that grass cover halved loss of nutrients due to erosion—*increased crop yield by 40%!*

It pays to handle New Holland. Because farmers are turning to grassland, dealers are finding it pays *them*, too. New Holland dealerships are more profitable than ever.

New Holland, long the leader in grassland farming, pioneered the first automatic pick-up baler in 1939, and is today the world's largest manufacturer of one-man pick-up balers. New Holland's complete line of farm-engineered machinery, includes the great "77" baler, the "600" Forage Harvester, a new high-capacity mower, and other grassland machines.

To get extra profit from the ever-growing market for grassland machinery, be sure to carry the full New Holland line. If you'd like to develop a new territory, or take over a New Holland dealership that may be open in your territory—write us today. We're always glad to talk it over.



NEW HOLLAND

"First in Grassland Farming"

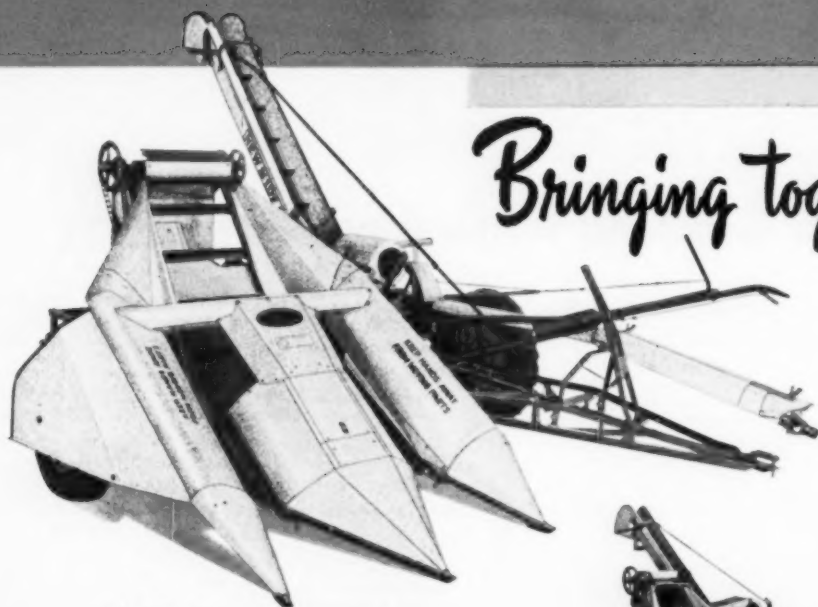
NEW HOLLAND MACHINE COMPANY, NEW HOLLAND, PA.

A Subsidiary of The Sperry Corporation

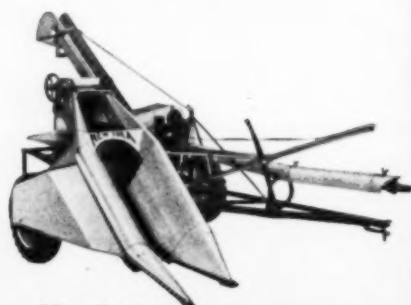
MINNEAPOLIS • DES MOINES • KANSAS CITY • BRANTFORD, ONTARIO

Meet the *New comers* to the
NEW IDEA line of
 corn harvesting equipment

Bringing together



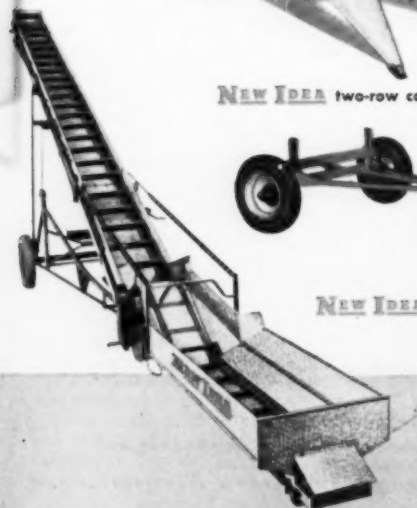
NEW IDEA two-row corn picker-husker



NEW IDEA one-row corn snapper



NEW IDEA steel farm wagon



NEW IDEA No. 175 elevator

NEW IDEA
 FARM EQUIPMENT





● **NEW IDEA-HORN**

Shredder. More than a stalk cutter—it shreds vines and stalks, tops pastures, controls corn borers. Spring suspension—simple to operate and maintain.

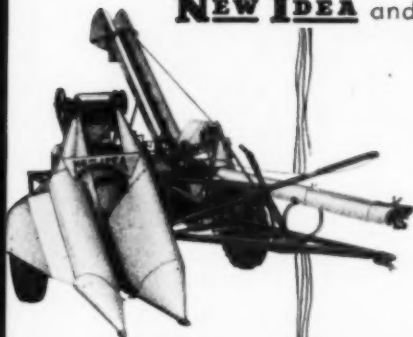


● **NEW IDEA-HORN**

All Steel Wagon Box. Outlasts wooden boxes many times. Grain tight. Smooth sides and bottom. 105 bushel capacity.

under one sales outlet the most successful
and most saleable machines of their type

NEW IDEA and **HORN** . . . now gives you a complete line of corn harvesting equipment.



NEW IDEA

one-row corn picker-husker

New Idea Pickers, Wagons, Elevators—are now offered along with New Idea-Horn Shredders and Wagon Boxes. This combination gives the New Idea dealer a more complete line of equipment for use in harvesting corn.

With the addition of New Idea-Horn items, the New Idea Dealer Franchise becomes more important and more profitable than ever. Makes the slogan "If it's a New Idea it's a good idea" a valuable asset to your business.

If there is no New Idea Dealer in your territory, write us.

NEW IDEA

FARM EQUIPMENT COMPANY

SUBSIDIARY *AVCO* MANUFACTURING CORPORATION

COLDWATER, OHIO, U.S.A.

One NEW IDEA after another!

SPECIALIZED FARM EQUIPMENT SINCE 1899





TREE SHAKER

*...speeds up the
pecan harvest*

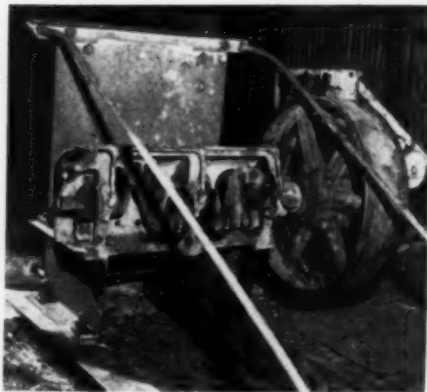
By Baron Creager

IMPLEMENT dealers located in the pecan-growing regions of the South may find means of taking up slack in the shop, and accommodating customers who grow pecans on a big scale, by building the tree-shaker described herein and shown in accompanying photographs.

In use, this tree-shaker speeds up the pecan harvest by several thousand percent, cuts labor cost by 80 to 90 percent, and spares nut trees from bruises and damage occasioned by the traditional practice which is commonly called "frailing," but is actually spelled "flailing."

By utilizing old and scrap iron

Above, Manager F. W. Callahan with the company-built tree shaker, said to speed up the pecan harvest "several thousand percent." View here is from the front. At left, the tree shaker as seen from the rear. Picture at bottom shows tree shaker mounted on tractor. When power is applied to the pulley mounted on crankshaft, plate at front moves rapidly in and out. To shake a tree a cable is run from tree limb through clevis



where possible, this tree-shaker was built in the shop of the Evers Hardware Company, Deere dealer in Denton, Texas, at an estimated cost of \$50. It is a second and improved model, being much more effective than the first which, for one thing, was too light. And faults of the first, experimental model, were corrected in the second.

W. T. (Bill) Evers had both shakers built in his shop after seeing blue prints of a similar machine circulated by the Texas A. & M. College of College Station, Texas. But Evers says his machine is an improvement over the plans of the college, which utilized limited shaking energy. And F. W. Callahan, manager of the Evers farm near Denton, where pecans are harvested annually from 6,000 trees, says additional weight is the

(Continued on page 89)



OLIVER
*Interchangeability
 Improves Service
 — and Income!*

Tractor owners are assured better service under Oliver's standardization program. Chances are the dealer has on hand the replacements the farmers want, for more than half the parts in the Oliver "66", "77" and "88" Tractor fleet are interchangeable. For example, the same set of timing gears, valve guides, etc., fits all three.

Providing the farmer with prompt service is only one way an Oliver dealer benefits. It requires less capital to carry an adequate stock. Handling, shipping and storing costs are lower. Oliver dealers find that profits, too, total more when all the savings from standardization are added up. The OLIVER Corporation, 400 West Madison Street, Chicago 6, Ill.

OLIVER

"FINEST IN FARM MACHINERY"





The new John Deere M-20 center-mounted mower is built for operation with John Deere Models M and MT tractors. It is said to insure a clear, unobstructed view of the cutter bar, easier steering of the tractor, and greater flotation of the cutter bar for cleaner cutting in all kinds of hay. Unusual ease of attaching and detaching, hydraulic control of the cutter bar, and safety features for prolonging the life of the mower are described as outstanding features.

New Cream Separator Announced by IHC . .

A NEW cream separator that is said to flush, power wash, sterilize, and dry itself in three minutes has been announced by T. B. Hale, vice president in charge of sales of International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill. Production of the new separator was scheduled to start in June.

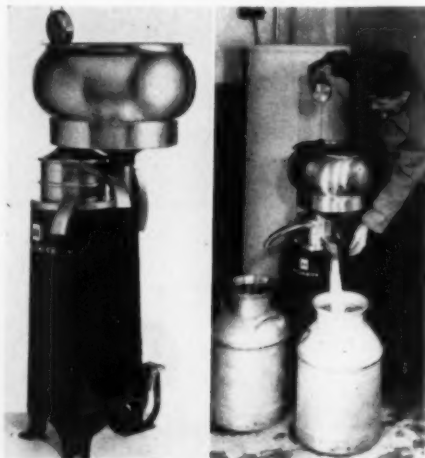
Named the McCormick power washing cream separator, it eliminates the drudgery of hand washing and disassembling of parts. Before it is stopped, after finishing one separating, it has been readied for the next.

All that is needed is a pailful of cold water and six quarts of hot water. Four quarts of cold water are used to flush out the cream and wash the supply can. The rest of the cold water is used for power washing, with the separator running alternately at full speed, then at two-thirds to three-fourths speed. Sterilizing is accomplished in a similar manner using the hot water. Drying is done during the last minute of the three-minute washing period by running the separator at full speed, during which time all moisture is removed

by centrifugal force and by the heat from the hot water left in the metal.

Completely new from top to bottom, the separator has many other exclusive features. It was announced. It has no gears and never needs oiling—bowl and motor are directly connected and operate as one unit. The separator's two precision-fitting, anti-friction

The McCormick power washing cream separator, product of International Harvester Co., is said to flush, power wash, sterilize and dry itself within three minutes. Drying is done by running the separator at full speed, removing all moisture by centrifugal force. Bowl and motor are directly connected and operate as one unit. All metal parts contacting milk are stainless steel. Its two anti-friction bearings are double-sealed and lifetime lubricated.



bearings are double-sealed and lifetime-lubricated. All metal parts contacting the milk are stainless steel. Proper separating speed is maintained by a governor that activates a mercury switch. The motor uses AC or DC current and is not affected by variations in voltage.

Oliver Promotes Three In Works Department .

AN IMPORTANT realignment of responsibilities in the manufacturing and works department of The Oliver Corp., 400 West Madison St., Chicago 6, Ill., has been announced by Carl L. Hecker, vice president in charge of manufacturing. J. R. Mohlie, veteran Oliver engineering and manufacturing executive and company director of defense operations since October, 1950, has been appointed works manager of heavy line plants.

At the same time, R. G. Rogers, director of product facilities for Oliver since April, 1950, was named works manager for light line plants, while N. O. Panzgrau, who joined Oliver recently as special projects engineer, was named to succeed Mr. Mohlie as director of defense operations.

Mr. Panzgrau has had experience in the automotive field and spent the last 25 years in design engineering and product development work. He also has had major responsibilities as an engineering consultant in foreign operations.

All appointments were effective June 1, 1951.

From Our Files...

DEALER FOR
MILKERS
SEPARATORS
MILK COOLERS
COMMERCIAL COOLERS
YORK AIRCONDITIONING
WATER COOLERS

Peter Benedini
506 ELM STREET - TEL. 180
MONTPELIER, VERMONT

DEALER FOR
WATER HEATERS
FREEZERS
GAS ENGINES
WASHING MACHINES
WATER SOFTENERS
WATER PUMPS
WATER BOWLS

Goulds Pumps Inc.
Seneca Falls, N. Y.
Att: Sales Mgr.

Nov. 3, 1950

Gentlemen:

I certainly want to compliment your company on the performance of your deep well Jet-O-Matic pumps. I have been selling and installing your jet pumps for the past several years, and since handling the Goulds line, I have eliminated service calls to reprime your pumps.

For many years I handled other lines of jet pumps and much of my profit was spent in repriming these pumps and replacing seals whenever the well was drawn down and air let in the pump. Usually these service calls were free of charge, or at least on a no-profit basis.

Since handling Goulds, I have eliminated these service calls, even though Goulds units have been installed on wells that have drawn down and permitted air to enter. I never believed a deep well jet pump could be built that could be successfully self-priming, but I am convinced now.

I don't know just what you people put in your jet pumps to make them self-priming, but I do know it works as guaranteed.

Yours very truly

Peter Benedini

*Orchids to our
engineers
and
research men*

*So are
Goulds
OWNERS!*

*Dependable
pumps are
more
profitable!*

See your Goulds distributor,
or write for his name.

GOULDS PUMPS Inc. • Seneca Falls, N.Y.

SOUTHERN FARM EQUIPMENT Section for JULY, 1951

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED



Massey-Harris to Offer New Peanut Combine . .

MASSEY-HARRIS Co., Racine, Wis., will introduce this summer, in time for the fall harvest season, a new pull-type peanut combine. It is the result of the continuing engineering experimental program carried on by the company in the peanut growing areas. The new combine will in-

corporate many features to do a better and faster job of harvesting a difficult crop, it was announced.

The unit is a large capacity, straight-through, cylinder-type combine with a pick-up attachment for combining from the wind-row. It is equipped with sealed ball bearings throughout, spiked-tooth cylinder and concave. The bottom of the elevators, the auger tubes and the bottom of the table

are perforated to let sand and dust escape. The combine is available as a power take-off model or with an auxiliary engine.

The company claims the new pull-type combine will do the work of 12 men formerly required in the harvesting of peanuts. It is a practical, cost-reducing unit both for the farmer who harvests his own crops and for the custom operator who contracts for large acreages.

Winning New Business

(Continued from page 74)

for farming operations. Where necessary he makes every effort to extract promises from farmers that they will comply with his advice. He reminds them of this constantly and when farmers still fail to bring in machines for between-season repairs, he often will have one of the mechanics go out and pick the equipment up.

While the company uses various direct mail pieces for advertising, Howard feels that the successful dealer must get out into the field and have personal contact with farmers. There seems to be no substitute for beating the bushes.

"EMPIRE" Has Always Made the BEST!"



"Cheap Tools
are for Chumps"

Did you ever know a good farmer who wasn't fussy about his equipment? That's the reason why so many insist on only "EMPIRE" built products.

The highest recommendation for "EMPIRE" built Tillage Tools—Sweeps, Shovels, Teeth, etc. is the kind of farmer who uses them. Thousands know that the statement—Made by "EMPIRE"—is another way of saying best for design, strength, balance and precision.

SELL THE LINE
WITH READY
TRADE
ACCEPTANCE



Heat Treated
FOR TOUGHNESS—
Tempered
FOR PERFORMANCE

1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"
CLEVELAND 27, OHIO

1951

***Advertising Produces More Results
in the Magazine
that Reaches the Most People
and MORE SOUTHERN
RURAL FAMILIES
READ FARM & RANCH-
SOUTHERN AGRICULTURIST
THAN ANY OTHER MAGAZINE***

**YOUR DIRECT LINE TO MORE BUSINESS
IN THE ELECTRIFIED SOUTH...**

With approximately 2½ million electrified farm and ranch homes, the South is today's greatest market for electrical equipment and appliances of all kinds. With more than a million electrified subscriber homes, Farm & Ranch-Southern Agriculturist reaches more wired homes than the *total* circulation in the South of any national magazine. The contact is positive—the results are positive... for products advertised in Farm & Ranch-Southern Agriculturist!



FARM AND RANCH

**SOUTHERN
AGRICULTURIST**

Farm and Ranch
Publishing Co.
318 Murfreesboro Road
Nashville 10, Tenn.
Telephone: 42-5511

CIRCULATION GUARANTEE

1,290,000

Farm & Ranch-Southern Agriculturist

- Not only reaches more rural readers in the South and Southwest than any other magazine...
- BUT it reaches the readers with the most dollars...
- Because its circulation is keyed to Southern farm income... it goes where the dollars are.

There is no safer rule...to get more sales, pick the magazine that has the largest circulation in your market. Write, wire or phone for the number of Farm & Ranch subscribers in any South or Southwestern county. Compare these figures with the second farm publication—and you'll be convinced!

New York 17
122 E. 42nd St.
Murray Hill 5-6815

Chicago 1
333 N. Michigan Ave.
Dearborn 2-5182

Atlanta 3
410 Forsyth Bldg.
Lamar 8811

Los Angeles 17
Simpson-Reilly, Ltd.
318 Halliburton Bldg.
1709 W. 8th St.
DUnkirk 8-1179

Dallas 2
2027 ½ Young St.
Riverside 1181

San Francisco 3
Simpson-Reilly, Ltd.
814 Central Tower
703 Market St.
Douglas 2-4994

The HUME Line



Hydro-RIGID DISK FRAME

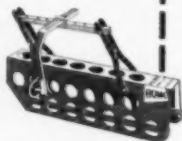
Makes farmer's PRESENT disk a rigid, hydraulic disk. Features patented self-leveling hitch. Adjustable from 9 to 19 degrees. Improves disk performance; saves loading, unloading — acts as a transport.

HUME PICK-UP REEL



Harvests bigger yields of small grain and soybeans whether standing or down-tangled. Fits every make and model of combine.

Perfo CROP GUARD



Permits high-speed cultivation of small plants without damage from lumps or smothering. Fits any row-crop cultivator.

HUME GREEN CROP HARVESTERS



For green crops, Tractor-Rower cuts and windrows in one operation. Loader loads at high speeds.

ALSO MANUFACTURERS OF Cut-Lade Harvesters, Floating Cutter Bars, Lifter Guards. Write for details on the Hume line and franchise.

H. D. HUME COMPANY
MENDOTA, ILLINOIS



IH Announces New Farmall Super-C Tractor

A NEW McCormick Farmall tractor—the 2-row, 2-plow Super C—has been announced by International Harvester Co., 180 N. Michigan Ave., Chicago 1, Illinois. The new Farmall Super C has 17 major improvements which are said to assure better field performance, easier operation, and longer life.

The engine has more pep, power and stamina. Bigger cylinder bore gets 12 percent more power from every power stroke. Battery ignition, with automatic spark advance, provides smooth power and increased lugging ability over the entire load range; while a bigger-capacity, pressurized cooling system maintains proper engine temperature in all weather. Heavy-duty connecting-rod bearings, of a type similar to those in big diesels, are used.

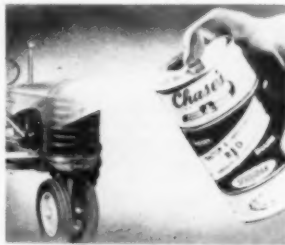
IH field test crews report that the new self-energizing disc brakes, which operate at a toe-touch, make pin-point turns easier and high-speed stops safer. These disc brakes can be easily adjusted. A bigger steering wheel and a decrease in the caster of the front wheels make the Super C easier to guide, particularly in tough ground. The Farmall touch-control system, which raises, lowers, and regulates mounted equipment hydraulically, has been improved for greater durability. A softer-riding, upholstered, hydraulic seat and more easily reached clutch and brake pedals contribute to operator comfort.

The chassis of the Super C has been strengthened from front to rear. Heavy web ribbing reinforces the transmission-differential case, and implement mounting pads are wider and stronger.

The Super C has a full line of matched McCormick equipment to keep it busy every season of the year, it was announced.

New SprayPAK Enamels Manufactured by Chase .

TRACTOR and implement enamels, packaged in self-spraying cans and known as Tractor and Implement SprayPAK Enamel, are being manufactured by Chase Prod-



ucts Company, Maywood, Ill., in all standard tractor and implement colors.

SprayPAK is designed for use in maintenance and touch up work on tractors, trucks, etc., and is said to be ideal for the shop because of the instant availability of the proper color to match each touch up job. No preparation, such as

mixing, thinning and stirring, of the paint prior to application is required, and no cleansing or preserving of equipment after application is needed.

SprayPAK units are sold for farm and home use also. The quick drying enamels are "tack free" in a matter of minutes after application, and absolute "hard dry" in a few hours, it was announced.

Ettinger to Represent Chapin Sprayer Line

THE WILLIAM L. Ettinger Co., Atlanta, Ga., has been appointed to represent the R. E. Chapin line of hand and tank-type sprayers in Georgia.

Eight salesmen are included in



William L. Ettinger

the company, which is headed by William L. Ettinger, who has had 35 years of diversified selling experience. For 12 years he served as a district manager and also spent 12 years in the merchandise brokerage business.

The R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y., in addition to sprayers, produces dusters and a complete line of auxiliary equipment.

Ford, Ferguson Tractor Rototiller Attachment

A NEW Rototiller attachment for Ford and Ferguson tractors, designed for complete seedbed preparation in one operation, is announced by Rototiller, Inc., Troy, N. Y., manufacturers of the Roto-Ette rotary tiller.

Width of cut of the attachment is adjustable from 48 to 60 inches. It can cover the full wheel width of the tractor, eliminating wheel marks or compaction, and it gives



tillage under the center housing. Attached through use of three pins inserted or removed by hand, it can be raised by standard hydraulic lift to pass over roads or previously prepared ground.

The attachment is adjustable as to depth also, from as little as desired to a full nine inches. A roller at the rear keeps the depth of tillage uniform on uneven ground and smooths and firms the ground for best planting results.

Substituting for plow, disc, other types of harrow and culti-packer, the standard attachment em-



For Generations — Farmers Have Relied On Herschel Parts To Keep Machinery Rolling

Implements — new or old — sometimes break down at the peak of a critical harvesting season. This brings demands for repair parts that fit accurately, install easily and stand up under rugged field wear.

For generations, farmers have regarded the HERSCHEL trade mark as their assurance of DEPENDABLE repairs. Herschel Parts are guaranteed to fit. They are carefully made to accurately fit the applications for which they are intended. And Herschel Parts are field-tested — for longer service.

The HERSCHEL Parts line is COMPLETE. Order ALL your requirements from this ONE dependable source.

Use Herschel Parts for repairing all makes of cutter bars.

R. HERSCHEL MFG. CO., Inc.

FACTORY AND MAIN OFFICE: PEORIA, ILLINOIS

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R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

CLASSIFIED

BARGAIN — REPAIR PARTS

Some 4500 different GENUINE, NEW, hard-to-get parts for International Harvester Farm Tractors and Farm Machines. One to twenty each item. Must sell. First come first served. Write for list.

R. Y. Ritter, Mfd. 14, Knoxville, Tenn.
Phone 8-1256

DISTRIBUTORS & REPRESENTATIVES

For fast selling field sprayer line. Three models to meet all farm requirements. Liberal discounts and commissions. A few territories still open. Write or wire immediately for complete information. THE WYATT MFG. CO., Inc., Salina, Kansas.

loys rotary tines, which break up sod, turn under green manures or other growth, and leave the soil in ideal condition for planting, it was announced. Optional equipment will be the new Roto-Millers, introduced last year on the Roto-Ette. These cam-shaped tools are very efficient in chopping up surface residues or crops and mixing them with the soil.



LIFE-TIME® WRENCHES
& VITALLOY® SOCKETS

BUILD EXTRA
SALES. PROFITS. REPEATS.

THE BILLINGS & SPENCER CO.
HARTFORD 10, CONN., U. S. A.



Daffin Feed-U-Nit Takes Feed Mill to Farmer . . .

A NEW concept of milling—taking the complete feed mill to the farmer's door—is being advanced by Daffin Manufacturing Co., Lancaster, Penn.

The feed mill, known as the Daffin Feed-U-Nit, now in production, takes the complete feed manufacturing plant to the farmer's door; including grinding, mixing, molasses blending and introduction of vitamin and other contents into the grains and roughage. It is said to be the only unit of its kind being manufactured.

The mill consists of a heavy-duty hammer mill equipped with an adjustable traveling feed table; special feed mixer, molasses tank and unique heating and metering arrangement, double bagging attachment and auger discharge chute. These, together with other features, including a 100 h.p. diesel engine, makes it a completely self-contained feed manufacturing plant which is compact and light enough to mount on most popular models of 1½ ton trucks, it was announced. Operating the unit on a route basis assures the farmer freshly ground feed, and the milling is done under his personal supervision, so that he can see exactly what goes into his feed. The unit is also capable of grinding materials for feed that usually are not acceptable at stationary operations, it was announced.

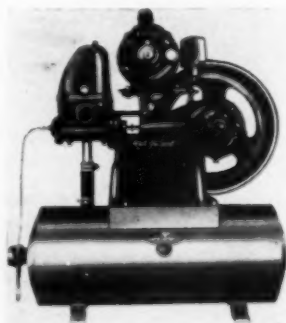
Red Jacket Introduces New Shallow Well System

RED JACKET Manufacturing Co., Davenport, Iowa, announces the new "N" series in shallow well

reciprocating pump equipment.

The pump is heavy, gray iron with stainless steel piston rods, brass cylinder sleeves, sintered bronze bearings, and quality cup leathers and valve rubbers. All models have built-in relief valves with unique by-pass to suction line which prevents blow-off of water into basement or pit and simply releases pressure into the suction side.

All "N" series models are com-



pletely interchangeable except for plunger and cylinder body. The 250 gallon per hour model can be quickly and inexpensively converted to a 350 gallon per hour by a simple change of these parts.

The "N" series is oil lubricated by a combined splash and gravity feed. Oil filler plug and drain are easily accessible for oil change. Design of the model "N" makes all interior parts easily accessible for minor overhaul.

Interested dealers are invited to write for Red Jacket's new 1951 water systems and power pumps catalog.

Avco Purchases Horn's Outstanding Stock . . .

Avco Manufacturing Corp. has purchased all the outstanding stock of the Horn Manufacturing Co., Fort Dodge, Iowa, producers of farm equipment, according to a joint announcement by Victor Emanuel, Avco chairman and president, and Herbert S. Horn, former president of the Fort Dodge firm.

Horn Manufacturing Co. is one of the leading producers of hydraulic loader attachments for tractors and also produces stalk shredders and wagon boxes. In addition to broadening its farm implement line, the acquisition of Horn provides Avco modern production facilities in the heart of one of the country's most important farm areas.

The Horn Manufacturing Co. will retail its present name and is to be operated as a wholly-owned subsidiary of Avco. Horn products will complement the farm equipment line of Avco's New Idea Division.

Tree Shaker

(Continued from page 80)

greatest factor in making the second Evers shaker more effective than the first.

This shaker may be freely copied for there are no patents, nor any measurements nor drawings, either, for which there have been a number of requests ever since the first experimental shaker was starred in a news reel. But Evers and his employees are too busy to comply with requests to supply specifications or even manufacture a shaker for sale, as was requested by the president of the University of Oklahoma. The tree-shaker was simply put together from an accumulation of ideas, and imitators are free to follow the lines of this machine or alter them.

As may be seen by photograph No. 1, a heavy iron frame is the basic requirement of the tree-shaker, which mounts an old Ford block for transmitting power through the crank shaft. For best results, Callahan recommends a Model T block, which is mounted and welded as shown against the frame.

The Number 1 and Number 4 connecting rods are removed, but the Number 2 and Number 3 connecting rods, in the center, are retained. However, these two connecting rods are lengthened to ex-

tend through the metal face of the frame and connect to a hinged plate, which does the shaking. After the con-rods are lengthened and attached, it may be found necessary to cut out a section of the exposed, or upper side of the block, to keep the rods from bumping.

Now refer to photograph No. 2, which shows the front of the tree shaker.

Note how the con-rods, coming through an opening in the face of the frame, are attached to the movable plate. This plate is hinged at the top, also shown. When power is applied to the pulley mounted on the crank shaft, the plate moves rapidly in and out.

To shake a tree, a cable is run from a tree limb and attached at the proper tension to a celvise, such as shown in Callahan's hand. The celvise may be attached to the movable plate at any one of seven positions, as there are that many holes. This number of holes is provided for regulation of shaking stroke, with a long stroke resulting from attachment low on the movable plate, a shorter stroke nearer the top.

Although the shaker is a labor-

saving device, its weight requires the efforts of several men for mounting and unmounting on a tractor. And mounting is accomplished by bolting the shaker to the tractor for which properly-spaced holes are provided in the two angle-irons.

Farm Manager Callahan says a similar tree shaker can be built at about any price the builder chooses to pay, and he estimates that the first Evers model represents an investment of \$250. And he concedes that his estimate of \$50 for the total cost of duplicating model Number 2 may be a bit low.

Regardless of that, however, Dealer Will Evers is completely happy with his tree shaker.

"That machine and two men," he says, "can do in ten minutes what it would take one man half a day to do. After you get the shaker mounted, two men can do the rest, one on the tractor, one in the tree to move the cable.

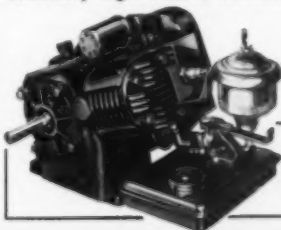
"It used to be that I hired ten men in a pecan harvest season, and with labor costing what it does, that was getting prohibitive.

"There are other advantages, too. We used to get the nuts down by frailing. You know, beating the

YOU'LL MOVE MORE UNITS ...MAKE MORE PROFIT BY STOCKING LINES WITH CONTINENTAL POWER



When a lawnmower, tractor or other machine is powered by one of these Continental four-cycle air-cooled engines, there's no stalling or faltering when the going gets tough. All models develop power well in excess of their ratings, and their torque at moderate speeds is unusually high. Add to this their quick, sure starts and unsurpassed dependability, as proved by thousands of users, and you'll know why equipment with Continental Red Seal power won't gather dust on your floor.



Red Seal AC5-AC6. Ultra-low profile models with suction-type carburetor and underslung fuel tank. Height 9 1/2 inches over-all. Continental's line of small air-cooled engines includes five series covering the 1/4 to 2 1/2 h.p. range.

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

620 FORD BUILDING

DETROIT 26, MICHIGAN

**NO BELTS!
NO CHAINS!
NO PULLEYS!**

Geared to the job, Leland "Terra-Tiller" Garden Tractor has solid pulling power, wide-angle traction, positive clutch action, and is ruggedly built for long life.

DIRECT DRIVE

NO LOST HORSEPOWER

No slippage or loss of power from frictional V-belts.

Big tractor power at garden tractor economy.

1½ H.P. & 3 H.P. MODELS



**LELAND
"TERRA-TILLER"**

**IMPLEMENTS
& ACCESSORIES**

7" Plow
Cultivator
Sickle Bar
Snow Plow
Spring Harrow
Gang-type Disc
Spray Pump and Tank
Headlight Attachment
Steel Sure-Grip Wheels

The Leland Terra-Tiller is the finest garden tractor that progressive research, quality materials, and modern technology can manufacture.

**A FEW DEALERSHIPS OPEN.
WRITE TODAY.**

LELAND DETROIT MFG. CO.

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**SERVICE
SHARES**

*Fully
Guaranteed*
AS TO QUALITY,
FIT, AND FINISH



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY

DIVISION OF ILLINOIS IRON & ROLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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bearing limbs with long poles, from either the ground or from the tree. That way, we lost a lot of pecans and the trees were often seriously damaged, too.

"All in all, a tree shaker like this is the answer for a big pecan harvest. Less labor, less cost and more nuts."

Evers began a pecan grove on 25 acres in 1918 for recreation. Now, in addition to his 6,000 pecan trees, he has 1,000 fruit trees on his 500 acres.

Service after the Sale

(Continued from page 71)

Field salesmen now are promoting this service with virtually as much emphasis as they put on sales of new equipment. The company's volume of repair work is increasing considerably as a result of this policy. During idle seasons the salesmen go from farm to farm inspecting equipment, pointing out all service needs and urging the owner to meet the situation before it is too late. The need for this off-season servicing is stressed in all mail, newspaper and radio promo-

tion and results of this is evident in the volume of repair work which is coming to the Parsley shop.

The company makes good use of on-the-farm demonstrations which company owners feel provide the best means of selling new equipment, but here again the opportunity is utilized to "sell" the importance of the company's follow-up service.

Parsley stresses the importance of having a thoroughly trained mechanic who not only can demonstrate the machine skillfully, but who can answer technical questions concerning the machine's performance. Since the average farmer is a fair mechanic, Parsley said, he expects company representatives to know their products. Otherwise, a possible sale may be lost.

While the company promotes its equipment and service through the usual advertising media, other means are used to keep the firm's name before the rural public.

For example, the company sponsors sports broadcasts over the local radio station and has found this to be the most effective means of getting its advertising message

across to the largest number of people.

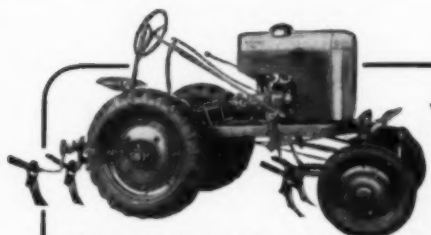
However, one big event—the company's annual party—is almost equally effective. The party, which is given in April, has become an annual event by which many rural residents keep time.

In preparation for the last event, all names on the company mailing list received invitations. In addition, the party was well advertised in newspaper ads and on the radio, with the result that more than 1100 persons attended.

From ticket stubs used in a contest, the company obtained a sizable list of prospects. Each guest was asked to fill in on the card the implements he presently owned and the machines that he needed. More than 200 visitors listed needed machinery, while the list of old machines revealed numerous prospects for service.

During the party, a company representative was stationed by each piece of equipment so as to provide farmers with immediate information on the equipment.

To add further interest to the party, the event was broadcast and more than 100 farmers were interviewed.



"DU-ALL"
Riding
Tractor

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline... give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction... the kind your customers want. Easy to start, easy to run... a child can operate any Shaw Tractor.



New Saw Attachment Falls Trees, Cuts Wood and Woods
CHOICE OPENINGS FOR DEALERS
Write for free information on dealerships and distributorships

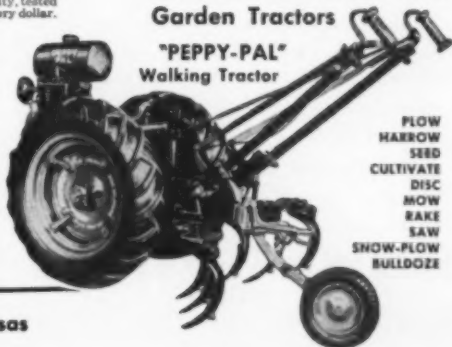


Profit From A Tractor Line
That Helps Sell Itself

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"DU-ALL" and "PEPPY PAL"
Garden Tractors

"PEPPY-PAL"
Walking Tractor



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8307 Front Street, Galesburg, Kansas

**SELL
THE DEMING
"MARVEL"**

*It's
Dependable!*



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**TIMKEN
ROLLER
BEARINGS**

**BALL BEARING
ON CRANK END OF
CONNECTING ROD**



These are some of the **FEATURES** engineered to insure customer satisfaction with the Deming "MARVEL" Shallow Well Water System. You welcome competitive comparisons when you sell Deming Water Systems. You can **PROVE EVERY CLAIM FOR QUALITY AND TRUE VALUE!** *There's nothing finer than a DEMING!*

THE DEMING CO. • 519 Broadway • Salem, Ohio


DEMING  **PUMPS**

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TWIN HYDRAULIC

10 DAY DELIVERY



Fits Most New Crop Tractors Including:
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 Models H, M, F-12, F-14 and F-20
ALLIS CHALMERS
 Models WC and WD
CASE
 Models SC, DC and VAC
JOHN DEERE
 Models A, B, and H
MASSEY HARRIS
 Models 20, 30 and 101 Sr
IMPL. MOLINE
 Models VTU and Z
OLIVER
 Model 70

Sell the **SIEBRING DUZ-ALL**, one of America's most perfectly engineered tractor loaders. Powerful, compactly designed and easy to attach, the DUZ-ALL provides 4-point suspension of the load at center of tractor and distributes weight over entire frame. Equipped with *balanced hydraulic lifts* . . . no gears, belts or cables. A better loader at a lower price!

DEALERS, DISTRIBUTORS WRITE FOR PRICES

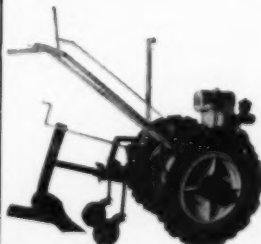
Siebring Manufacturing Company
203 Main Street, George, Iowa

TRACTORS
Gardenfarm
IMPLEMENTS

The REAL BUY for Economy and Ability

● Gardenfarm—A **HEAVYWEIGHT** with **FINGER-TIP** Control. Heavy cast iron wheels for **EARTH GRIPPING TRACTION**. Motors equipped with 6:1 Gear Reductions for **MAXIMUM POWER**. IMPLEMENT CARRIER AND DEPTH GAUGE is **STANDARD EQUIPMENT**.

Gardenfarm Implements are well built to rigid specifications. Coupling is simple and quick. Additional implements are available upon request.



- 7-inch plow with point adjuster.
- Cultivator; adjustable and reversible.
- Disc Harrow; 8-12 inch Discs, two gangs; Adjustable.
- Middlebuster with point adjuster. (Sweeps, Scrapers and sheaves may be used on same foot).
- 22-inch Sickle bar.
- Grader; Adjustable 40-inch blade.
- Spike tooth harrow—12 Teeth adjustable.
- Salky with 400±8 Pneumatic rubber tires and brakes.

For complete information write today. Exclusive territories available.

SOUTHERN TRACTOR MFG. CORP.
CAMDEN, S. C.

It's just plain sense...



You make more money selling DEMPSTER because it's America's quality water system!

No wonder the farmer won't have anything else! Dempster offers him a tried-and-tested water-supply system—backed by the 73-year-old Dempster reputation for unquestioned quality. It's just plain sense that you can sell more Dempster Water Systems. In a day of increasing shortages, with replacement materials harder to get, your customer is more quality-conscious than ever before. You sell quality when you sell the Dempster Water System—it's America's finest!

These Dempster Pumps are star members of America's finest line . . .



SHALLOW-WELL JETMASTER—Only one moving part. No special pressure tank needed. Easily installed and exceptionally efficient.



DEEP-WELL JETMASTER—Ideal for offset installation or to be set directly over the well. Unusually simple in operation—only one moving part.



DEEP-WELL WATER SYSTEM—Positive lubrication. Modern design. Available for electric motor or gasoline engine operation. Can be supplied with windmill attachment.



CENTRIFUGAL PUMPS—Impellers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Timken Bearings. There are no better irrigation pumps made than Dempster Centrifugal Pumps.

America's Quality Line of Farm Water Systems

DEMPSTER
WATER SUPPLY EQUIPMENT

Pumps • Tanks • Windmills •
Irrigation Equipment

DEMPSTER MILL MFG. CO.
Beatrice, Nebraska



IVAN is watching you

IVAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over 200 million Russians.

He's sold to the hilt on Red ideas. Which means he's out to get you. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot. Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out

to build more and better weapons—to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods—to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian

needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks—and to save the freedoms which are ours and which he has never known.

FREE . . . this important booklet tells you how our American System Grew Great



How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce constantly more per hour . . . How this has given us the world's highest living standard.

How we can meet today's challenge—Why we must expand our productive capacity . . . supply arms and essential civilian needs, too. Read how this dynamic process works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!

MAIL THE COUPON—
The Advertising
Council, Inc., 25 West
45th St., Dept. B. P.,
New York 19, N. Y.

Name _____
Address _____
Occupation _____

This advertisement, approved by representatives of management, labor and the public, is published in the national interest

SOUTHERN HARDWARE



THE BETTER WE PRODUCE
THE STRONGER WE GROW

Most Suitable from any Angle

FAIRBANKS-MORSE

NEW SUBMERSIBLE PUMP!

Market for deep well pumps is growing

The market for the new Fairbanks-Morse submersible is a good one for live-wire dealers. Water levels in many parts of the country are receding. New home construction and expanding farm operations step up the demand for more water and deeper wells. Many remodeling projects call for bigger water systems. New household appliances and farming equipment use more water. The new Fairbanks-Morse submersible pump was designed to help you sell more deep well systems. For all the facts, mail the coupon today!



FAIRBANKS-MORSE,

a name worth remembering

HOME WATER SERVICE AND LAUNDRY EQUIPMENT • ENGINES • MAGNETOS
GENERATING SETS • HAMMER MILLS • MOTORS • MOWERS • PUMPS • SCALES



No lube problem!
Pump and motor water
cooled, water cooled.



Self-priming! No complaints
from customers about
priming. Because water
enters motor, motor.

Complete range of sizes from
60 to 400 feet, with capacities as high
as 1600 g.p.h. at shallower settings.



Fairbanks, Morse & Co.
Chicago 5, Ill.

Send us booklet explaining Fairbanks-Morse submersible pump, and other Fairbanks-Morse water systems.

Firm Name

Address RD or Zone

City State

() We are interested in the details of a Fairbanks-Morse water systems dealership.

keep your prospects hot

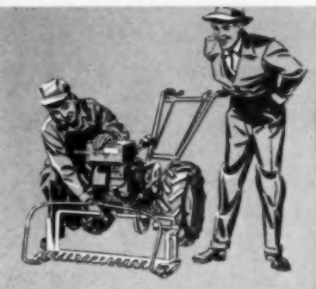
WITH SIMPLICITY'S SICKLE BAR PROMOTION



SIMPLICITY'S complete promotion package—with newspaper ad mats, folders, posters, etc.,—helps dealers get present and future Simplicity sales.



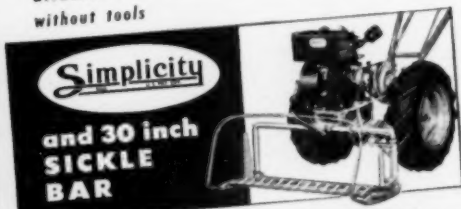
SIMPLICITY'S labor-saving Sickle Bar-Tractor Team **KEEPS PROSPECTS ENTHUSED**... provides the performance features they've always wanted...like patented "Quick-Hitch."



SIMPLICITY'S two tractor models belong in horsepower classifications which account for 85% of the industry's sales. You're selling units your prospects want.

BIG ADS that your prospects will see and read... Preselling ads like this one (shown in reduced form) will appear in *Saturday Evening Post*, *Better Homes and Gardens*, *Country Gentleman*, *Progressive Farmer*, and selected State Farm Papers.

Cuts heavy weeds, tall grass,
clears four to five acres a day,
cuts close to fences and in corners,
attaches to tractor in less than a minute
without tools



Engine-driven, with independent clutch, Simplicity Sickle Bar gives you maximum efficiency. Separate speed controls allow best operating performance on all kinds of growth. Cuts weeds at both ends, so of growth. Cuts weeds at both ends, so of growth. Cuts weeds at both ends, so of growth.

Ask your dealer for a Simplicity demonstration. See the multipurpose value of Simplicity with just a few implements. Cultivators, lawn mowers, disc harrows, for example. Write today for free literature, location and the name of your nearest dealer.

SIMPLICITY MANUFACTURING CO.
2164 Spring St., Port Washington, Wis.

3 H.P. MODEL M-1 SIMPLICITY
8 forward speeds—each with "Lock" and "Release" pedals. Patented "Quick-Hitch" fully isolates gear. Fully adjustable. True line of draft in forward movement. Brings of Station Model 9 Engine. Independent axle.

2 H.P. MODEL L-1 SIMPLICITY
Twin in the M-1... designed for light work. Brings of Station Model 9 Engine. Independent axle.



America's No. 1 Garden Tractor

It's the Sickle Bar Season! Simplicity's Sickle Bar Promotion makes good profit-building sense to alert dealers everywhere. They recognize the value of merchandising kits which back up sales with campaign quality... which give local strength to Simplicity advertising.

This is just one of the many constructive ways in which Simplicity works for bigger, better all-season business. It's one of the reasons why Simplicity is hailed as the garden tractor line which does most to help dealers sell.



America's No. 1 Garden Tractor

SIMPLICITY MANUFACTURING COMPANY
1218 SPRING STREET, PORT WASHINGTON, WISCONSIN

Symbol of Quality



MERCURY Wheel Goods

MURRAY-GO-ROUND Baby Walker

MERCURY Bicycles

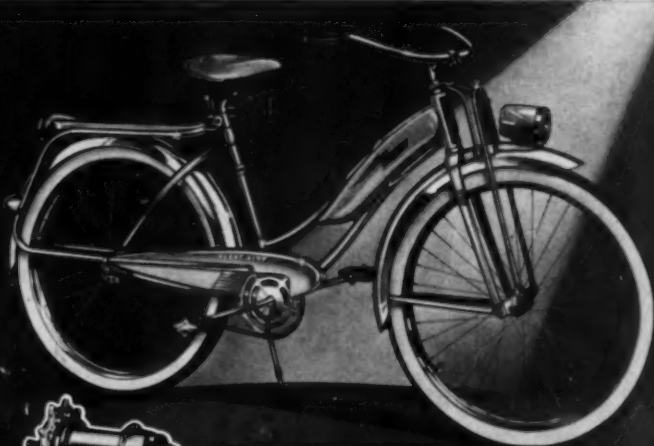
MUSSELMAN Coaster Brakes

Our goal during 1951 is to produce as much as possible and to distribute it fairly within the limitations of material shortages beyond our control . . . At the same time, the famous reputation for quality of Murray Ohio products will be zealously maintained.

THE MURRAY OHIO MFG. CO., CLEVELAND 10, OHIO



Mercury wheel goods include autos, trucks, wagons, velocipedes, chain-driven tricycles, and park cycles.



Mercury bicycles include a model and size for every need. Equipped with Musselman coaster brakes, another M-O product.



Murray-Go-Round is the sensation of the baby walker field because of many unique features.

harvesting the "SALT OF THE EARTH"



Minneapolis-Moline "U" Tractor pulling M-M Wheatland Plow equipped with Ingersoll Discs.

with **Ingersoll** HEAT TREATED **Discs**

Harvesting salt is a highly specialized kind of "farming." Out on the salt flats of Utah it had always been done with moldboard plows. But the maximum cut was a 32-inch swath. And the moldboard shares had to be specially shaped in order to work in the rock-hard salt substance. What's more, it was difficult to control depth of penetration so that the soil underlying the salt would not be turned up.

Would a disc plow solve the problems? Old-timers scoffed at the idea, until a Minneapolis-Moline Wheatland Plow equipped with Ingersoll Discs really opened their eyes. This "revolutionary" outfit not only plowed a full 72-inch swath, but held to a depth that never varied as much as $\frac{3}{4}$ "! And did the job with far less power.

This is just one example of how Ingersoll Discs can take over when the going gets tough, as only Ingersoll Discs are made of TEM-CROSS Steel. That's Ingersoll's own remarkable tillage steel—cross-rolled to prevent splitting and curling, specially heat-treated for extra toughness, extra long life. Always specify Ingersoll-Galesburg Discs—Heat-Treated High Carbon for normal work, Super-Alloy for unusually tough tillage conditions.

Specialists in Tillage Steels, and the world's largest manufacturer of Discs.

Ingersoll PRODUCTS DIVISION
Borg-Warner Corporation

310 South Michigan Avenue, Chicago 4, Illinois
Plants: Chicago, Illinois, and Kalamazoo, Michigan

